Research on the Planning and Design of Parent-Child Experiential Leisure Agroforestry Parks Based on Perceived Value: A Case Study of Gangtou Village Leisure Tourism Park in Xinle City

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ABSTRACT

Family-friendly tourism projects are increasingly supported by policies and favored by the public. Rural parent-child tour, with its characteristics of natural experience and ecological education, is favored by parents and children alike for its edutainment form. It also revitalizes rural resources and enhances rural attractiveness, thereby promoting the economic development of rural tourism. This paper first outlines the importance of perceived value in rural parent-child tour experiences through a literature review and constructs a theoretical framework of perceived value based on parent-child behavioral needs. Based on this framework, a perceived value scale is designed and used to conduct empirical research by distributing surveys in Gangtou Village and surrounding areas. SPSS is utilized for reliability analysis, validity analysis, and factor analysis to identify key factors influencing parent-child experiential value, including environmental appeal, interactive experience, educational value, and safety assurance. The study employs correlation analysis to explore the relationships among these factors and determines their impact on the perceived value of parent-child experiences. This provides an empirical foundation and design direction for the planning of Gangtou Village leisure agroforestry park, as well as a reference for the development of similar leisure agroforestry parks.

Keywords: Perceived value; Parent-child experience; Rural leisure; Planning and design

Introduction

In recent years, rural tourism in China has rapidly developed. With changes in family structure and the increasing emphasis on parent-child relationships, family leisure tourism, especially parent-child leisure tourism, has quickly emerged as a significant direction for the development of rural tourism. However, current domestic rural tourism planning and design generally lack research targeting family and parent-child groups, overlooking the importance of perceived value in tourism planning. Studies on the impact of perceived value on satisfaction are not in-depth enough, and there is a lack of deep research on the influence relationships among parent-child tour motivation, perceived value, and satisfaction . This leads to suboptimal planning and design effects and low tourist satisfaction, constraining the sustainable development of parent-child rural tourism.

The purpose of this study is to explore the components of perceived value in rural parent-child tour projects, clarify the relationships and influence degrees between these components, and propose sightseeing garden planning and design strategies tailored to the needs of parent-child family groups based on the theory of perceived value. The research outcomes can not only enhance the competitive advantage and tourist satisfaction of the Gangtou Village leisure sightseeing garden project but also provide theoretical and practical references for other similar projects, offering theoretical significance and practical application value.

1.Related Theories and Research Approach

1.1 Research on Connotation and Application of Perceived Value Theory

The perceived value theory was first proposed by Zeithaml (1988) and refers to the overall evaluation formed by customers based on the perceived trade-off between what they gain and what they give for a service or product. The perceived value of tourists is a comprehensive evaluation of the landscape, environment, service and other aspects of tourist destinations during the process of tourist experience, which compares the actual perception of individuals with the experience and expectation of tourism . In rural tourism, tourists' perceived value directly affects their satisfaction and willingness to revisit. Analyzing the components of tourists' perceived value in-depth helps to precisely identify tourist needs and translate them into concrete strategies for planning and design.

1.2 Behavioral Needs Research in Parent-Child Experience

The core of parent-child experiential tourism is the interactive experience among family members, especially the process where parents and children participate in activities together. Parent-child experience emphasizes a process that involves the natural environment, hands-on practice, cultural education, emotional interaction, and safety comfort (Li Fang et al., 2020). Therefore, during leisure tourism, parent-child groups focus not only on the attractiveness and comfort of the environment but also on the educational significance of the activities, interactivity, and the completeness of safety guarantees. These dimensions need to be incorporated into the research framework for analysis.

1.3 Construction of Perceived Value in Rural Parent-Child tours

The construction of perceived value in rural parent-child tours can be based on multiple theoretical foundations, including perceived value theory, consumer behavior theory, experience economy theory, and rural tourism development theory. Perceived value involves functional, emotional, and social dimensions, while the experience economy emphasizes the attractiveness of educational and entertainment elements in tourism experiences for family tourists. Combining these theories can provide a better understanding of families' decision-making processes and expectations in rural tourism.

In terms of research design, a theoretical framework integrating various value factors can be established, employing questionnaire surveys and using SPSS software for data analysis. Statistical tools can be used to verify hypotheses, and case studies of typical rural tourism destinations can be selected. Ultimately, based on the research results, specific recommendations can be provided to designers to enhance the perceived value of parent-child tour. Synthesizing previous theoretical research results and the practical characteristics of parent-child tour, the perceived value analysis framework constructed in this paper includes the following four levels: environmental attractiveness, interactive experience, educational value, and safety assurance.

2.Analysis of the Current Situation of Gangtou Village Parent-Child Experiential Leisure Agroforestry Parks

2.1 Overview of Background and Current Situation of Gangtou Village Project

Gangtou Village is located in the eastern suburbs of Xinle City, adjacent to National Highway 107. The village's fruit tree planting industry started relatively late and lacks distinct characteristics, currently overlapping with nearby fruit and vegetable picking projects, and lacks its own unique features. Surrounding counties and cities have small-scale agricultural projects, such as Jizhou snow pears and Xingtang longevity peaches, which have already formed a scale. There is also competition from local picking projects for melons, watermelons, strawberries, grapes, etc. The village has initially developed an agricultural picking garden and ornamental garden, which have a certain influence locally. However, there is a lack of precise market positioning and distinctive design, especially in the realm of parent-child tour. There are issues such as a lack of targeted planning, monotonous facilities, and insufficient experiential projects.

2.2 Analysis of Existing Major Problems

2.2.1 Lack of Park Landscape Characteristics and Attraction

Currently, the park lacks distinct regional and thematic features in landscape design and layout. The integration of ecological landscapes and agricultural elements is inadequate, and there are no iconic landscape nodes or distinctive attractions that leave a lasting impression on tourists. The overall landscape level is relatively average. Additionally, the seasonal changes in the ecological landscape are not well expressed, and the design of ornamental plants and landscape nodes is quite monotonous. Tourists lack a sense of freshness when visiting in different seasons, limiting the park's long-term attraction to tourists.

2.2.2 Limited Parent-Child Interactive Experience Projects, Lacking Appeal and Innovation

The current parent-child interactive experience projects in the park are relatively few, mainly consisting of traditional agricultural picking and simple play facilities. There is a lack of diversified, high-quality interactive experience projects, making it difficult to meet the diverse, high-quality experiential needs of tourists. Many parent-child experiences remain superficial and lack in-depth interactive design, resulting in low participation interest from tourists, especially children, and an overall unimpressive experience. Additionally, the design of parent-child interactive projects lacks innovative highlights and uniqueness, making them similar to surrounding park projects and weakening their competitive attraction to tourists.

2.2.3 Insufficient Educational Function and Popular Science Content, and Inadequate Display of Local Cultural Characteristics

The park's agricultural education and popular science function system is incomplete, lacking systematic, professional, and interesting popular science explanations and interactive experience facilities. It is difficult to effectively convey agricultural knowledge and ecological education concepts. Furthermore, there is insufficient exploration of local cultural heritage, intangible cultural resources, and regional characteristic resources, with a lack of effective display platforms and interactive experience designs. This has failed to form a unique and distinct cultural brand, weakening the park's competitive advantage in the parent-child tour market.

2.2.4 Incomplete Safety Facilities and Insufficient Basic Guarantees for Tourist Experience

Currently, the park has significant deficiencies in safety facilities. Some facilities are aging and poorly maintained, with safety hazards in basic infrastructure such as park roads and walkways. The detailed design of children's activity areas is not sufficiently safe and reasonable, and there is a lack of a comprehensive management system for safety signs and emergency plans. Moreover, park service and management staff have insufficient safety awareness, and emergency handling capabilities and service levels need improvement, impacting the sense of safety and tourist experience of tourists, especially parent-child families.

2.2.5 Unreasonable Functional Layout and Lack of Systematic and Comfortable Overall Spatial Experience

The overall spatial layout of the park is relatively scattered, failing to achieve a reasonable spatial layout and systematic tour route design among ecological viewing, interactive experiences, popular science education, and leisure entertainment functions. This leads to issues such as repeated detours during the tourist experience, poor connectivity between functional areas, and inconvenient facility services, affecting the overall efficiency of park usage and the comfort experience of tourists.

3.Empirical Study on the Perceived Value of Parent-Child Tourists in Gangtou Village Leisure Sightseeing Park

This paper first clarifies the theoretical connotations and components of perceived value and parent-child experience through literature research. Next, through field research and questionnaire surveys, a parent-child experience evaluation scale based on perceived value is constructed to conduct an empirical survey of parent-child tourists in Gangtou Village and surrounding areas. Then, data processing and analysis are carried out using SPSS

software to identify the key factors and their weights that affect the perceived value of the parent-child experience. Finally, specific planning and design strategies for the Gangtou Village leisure agricultural and forestry sightseeing park are proposed based on these findings.

3.1 Survey Design and Implementation

The questionnaire is designed with a series of question types. To ensure the accuracy of the questionnaire's statistical data, efforts are made to avoid discrepancies arising from different subjective perceptions. The questionnaire mainly consists of single-choice and multiple-choice questions . The parent-child experience perceived value scale designed in this paper covers four dimensions: environmental attractiveness, interactive experience, educational value, and safety assurance, with a total of 20 indicators measured using a Likert five-point scale. The survey subjects are parent-child tourist groups visiting Gangtou Village and surrounding leisure agroforestry parks, with a total of 95 valid questionnaires collected. A score of 1 represents "strongly disagree," 2 represents "disagree," 3 represents "neutral," 4 represents "agree," and 5 represents "strongly agree." Higher scores indicate a higher level of agreement from tourists on the issue. The questionnaire provides respondents with diverse options, aiming to comprehensively understand the interaction of parent-child families in sightseeing agricultural parks, experience choices, activity preferences, and their needs and suggestions for the environment . (Table 1)

3.2 Data Analysis and Results

Table 1 Classification of Specific Questionnaire Questions

Issue Dimension	Specific Measurement Item	Average Score
Environmental Attractiveness	The natural landscape of the park is very attractive to me and my child.	4.05
	The plant landscape in the park is rich and diverse, making it comfortable and pleasant.	3.98
	The site layout is scientific and reasonable, with a clean and comfortable environment.	4.09
	The agricultural ecological environment is well-preserved, with fresh and pleasant air.	4.17
	The landscape space in the park allows children to play comfortably and relax.	4.05
Interactive Experience	The park offers a variety of parent-child interactive games and activities.	3.94
	There is frequent interaction between me and my child during activities, strengthening our bond.	3.97
	The design of the experiential activities is interesting and novel, and the children really enjoy it.	3.87
	The overall interactive atmosphere in the park is well-created.	3.96
	The interactive experience leaves us with deep impressions and memories.	3.96
Educational Value	The activities in the park have rich educational content.	3.90
	Children can learn practical agricultural knowledge during the activities.	3.85
	The educational activities in the park are designed to be suitable for children's understanding and participation.	3.95
	Through activities, children gain a deeper understanding of the rural ecological environment.	3.85
	The activities effectively convey the educational value of rural culture and folklore.	3.94
Safety Assurance	The facilities and equipment in the park are safe and reliable.	4.06
	The safety measures and security systems in the park are comprehensive.	3.97
	The signage is clear and easy to find the necessary facilities.	4.03
	The park staff have a strong awareness of safety.	3.99
	Emergency equipment is complete and can handle unexpected situations promptly.	3.93

Using SPSS software, this study conducted reliability (Table 2) and validity analyses (Table 3) on the collected data. The results show that the Cronbach's Alpha coefficient of the scale is 0.894, indicating good overall reliability. Further exploratory factor analysis identified four influencing factors: environmental attractiveness, interactive experience, educational value, and safety assurance, with the cumulative variance explained by these factors being 71.56%. Correlation analysis revealed that all four factors are significantly related to overall tourist perceived value satisfaction. Among them, interactive experience and educational value have the greatest impact, followed by safety assurance, while environmental attractiveness also holds important value.

The validity analysis results indicate a KMO value of 0.872 (greater than 0.7), suggesting that the sampling is appropriate. The significance level of Bartlett's test of sphericity is less than 0.001, indicating that the data is suitable for factor analysis and the scale has good structural validity.

Table 2 Reliability Analysis Results

Measurement Dimension	Number of Items	Cronbach's α Value	Reliability Level
Environmental Attractiveness	5	0.864	Good
InteractiveExperience	5	0.879	Good
Educational Value	5	0.891	Good
Safety Assurance	5	0.872	Good
Overall Scale Reliability	20	0.894	Good

Table 3 Validity Analysis Results

Test Type	Test Result	ReferenceStandard	ValidityLevel
KMO Sampling Adequacy	0.872	KMO > 0.7	Good
Bartlett's Test of Sphericity	Chi-squareχ^2=2967.35, df=190, Sig.=0.000	Significance<0.001	Significantly Valid

Table 4 Factor Analysis Results

Factor Dimension	Measurement Item	Factor Loading	Eigenvalue	Cumulative Variance Contribution Rate (%)
Factor 1: Environmental Attractiveness	Attractiveness of Natural Landscape	0.812	3.524	17.62
	Diversity of Plant Landscape	0.798		
	Reasonableness of Site Layout	0.761		
	Agricultural Ecological Environment	0.735		
	Comfort of Landscape Space	0.723		
Factor 2: Interactive Experience	Parent-Child Game Experience	0.834	3.312	34.18
	Frequency of Parent-Child Interaction	0.812		
	Richness of Participatory Activities	0.773		
	Interesting Design of Experiential Activities	0.741		
	Creation of Interactive Atmosphere	0.726		
Factor 3: Educational Value	Richness of Educational Content of Activities	0.841	3.119	49.78
	Fulfillment of Parent-Child Educational Function	0.826		
	Learning of Rural Ecological Knowledge	0.795		
	Effect of Agricultural Science Education	0.762		
	Presentation of Cultural and Folklore Educational Value	0.751		
Factor 4: Safety Assurance	Safety of Facilities and Equipment	0.823	2.734	63.45
	Completeness of Safety Measures at the Site	0.804		
	Clarity of Signage	0.776		
	Safety Awareness of Service Personnel	0.753		
	Completeness of Emergency Handling Equipment	0.742		

Notes:

(1)The factor loadings of each measurement item are all greater than 0.7, meeting the standards for factor analysis and demonstrating good validity.

(2)The cumulative variance contribution rate of the four factors is 63.45%, indicating that these factors can adequately explain the structural characteristics of perceived value in the parent-child experience.

3.3 Analysis of Influencing Factors

Through survey and data analysis, key factors influencing the perceived value of parent-child experiences were identified (Table 4). Using factor analysis, the following factors were extracted:

Environmental Attractiveness: The attractiveness of the environment in a parent-child experience significantly determines families' initial impressions and overall satisfaction. The beauty of the natural landscape directly affects the enjoyment of both parents and children.

Interactive Experience: Interactive experiences emphasize fostering interaction and communication between parents and children through a variety of activities. A diversity of activities is crucial for maintaining children's interest and engagement, catering to the needs of children of different ages and interests.

Educational Value: A high-quality parent-child experience should not only be engaging but also provide educational significance. Through learning and observation during activities, children can acquire new knowledge and skills, while cultural experiences offer them opportunities to understand and appreciate diverse cultural backgrounds.

Safety Assurance: Safety management requires careful consideration from multiple aspects, such as site planning and staff training, to ensure activities are conducted in a safe environment.

3.4 Correlation Study and Factor Relationship

3.4.1 Correlation Analysis

Correlation analysis of the four dimensions—environmental attractiveness, interactive experience, educational value, and safety assurance—revealed significant positive correlations among them. This indicates that these dimensions are interrelated and collectively influence the overall perceived value for tourists.

The strongest correlation exists between interactive experience and educational value, suggesting a strong mutually reinforcing relationship between interactive activities and educational functions. Environmental attractiveness and interactive experience also show a strong correlation. Furthermore, safety assurance has a strong positive correlation with other factors, indicating its foundational role and its close association with other dimensions of perceived value.

3.4.2 Factor Relationship Path Analysis

Structural equation modeling analysis clearly reveals the relationships among the factors affecting the perceived value of parent-child experiences. The significance of all path relationships reached $p<0.001$, indicating mutually reinforcing relationships among environmental attractiveness, interactive experience, safety assurance, and educational value. Among these relationships, interactive experience has the most significant impact on educational value, with a standardized path coefficient of 0.71. This result highlights the importance of parent-child interactive projects that meet public demand for enhancing educational significance and scientific dissemination.

Specifically, environmental attractiveness has a strong positive impact on interactive experience, with a path coefficient of 0.65, indicating that an appealing natural environment can effectively enhance the interactivity and engagement of parent-child activities. In such an environment, parents and children are more likely to engage in diverse activities, thereby enhancing perceived value. Additionally, safety assurance, as an important supporting condition, has a significant positive impact on environmental attractiveness, interactive experience, and educational value, with path coefficients of 0.55, 0.58, and 0.60, respectively. This shows that good safety management, risk control, and sanitary conditions not only enhance the attractiveness of the environment but also increase the interactivity and educational significance of activities.

Based on the results of the correlation analysis

and factor relationship study: the four dimensions (environmental attractiveness, interactive experience, educational value, and safety assurance) together form the overall perceived value for parent-child tourists and are significantly positively correlated with each other.

"Interactive Experience" is the core factor for enhancing the perceived educational value of parent-child tourists. It is recommended that parks design various forms of parent-child interactive projects to strengthen emotional communication and interactive experiences between parents and children. "Environmental Attractiveness" and "Safety Assurance" constitute important foundational supports and are necessary conditions for tourists to enter the park. Ecological and characteristic designs and the improvement of safety facilities should be emphasized in planning and design. Each dimension should be considered comprehensively to enhance overall tourist experience quality through scientifically sound spatial layout, facility planning, and activity design, thereby promoting tourist satisfaction and revisit rates.

Through correlation analysis, the relationships among factors and their impact on perceived value were explored. The results indicate a significant positive correlation between environmental attractiveness and interactive experience, as a good environment can enhance the appeal of interactive activities. Educational value is closely related to interactive experience, as interactive activities can effectively convey educational content. Safety assurance significantly impacts both environmental attractiveness and interactive experience, with comprehensive safety measures able to increase the overall perceived value of the experience.

4.Planning and Design Strategies of Gangtou Village Leisure Agroforestry Parks

4.1 Optimization Strategies of Ecological Environment Landscape (Enhancing Environmental Attractiveness Dimension)

4.1.1 Enhancement of Ecological Natural Landscapes

Leveraging the unique agricultural ecological advantages of Gangtou Village, select plants suitable for local climate and soil conditions for park landscaping to enhance the four-season landscape experience. Protect the park's existing distinctive trees and rural landscape, and set up an ecological science exhibition area to highlight the rural ecological characteristics of the agroforestry park (Figure 1).

4.1.2 Design of Featured Landscape Nodes

Set up iconic parent-child interactive landscape elements at the park's main entrance and key nodes, such as themed sculptures, cartoon crop images, and characteristic landscape walls, to create a lively and fun atmosphere for parent-child tours.

Add distinctive landscape nodes such as parent-child leisure lawns, ecological farmland mazes, and ecological flower landscape paths within the park to enrich tourists' visual experience (Figure 2).

Figure 1(left): Design Concept for Boating on the Lotus Pond 1
Source: Originally Drawn by the Author

Figure 2(right): Design Concept for Boating on the Lotus Pond 2Image

4.2 Optimization Strategies of Parent-Child Interactive Experience (Enhancing Interactive Experience Dimension)

4.2.1 Establishing Diverse Parent-Child Interaction Venues

Add parent-child interaction spaces, such as parent-child farm experience areas, fruit and vegetable picking zones, and DIY craft workshops, to encourage children and parents to participate together. Design parent-child play facilities suitable for children of different age groups, such as safe sandpits, climbing structures, and fun ecological science trails. (Figures 3, 4)

4.2.2 Enriching Parent-Child Interaction Activities

Create seasonal themed activities, closely integrating with local agricultural production seasons, such as the Spring Planting Festival, Summer Harvest Festival, Autumn Harvest Festival, and Winter Handicraft Festival, allowing tourists to gain rich interactive experiences during their participation. Organize family-oriented challenges, parent-child fun sports meets, and parent-child game competitions to enhance interaction and communication among family members.

4.3 Rural Science Education Enhancement Strategies (Enhancing Educational Value Dimension)

4.3.1 Agricultural Science Education Space Layout

Plan and construct an "Agricultural Science Museum" or "Ecological Education Exhibition Center" using interactive multimedia, ecological models, and agricultural exhibits to visually display agricultural ecological knowledge, enhancing educational functions and cultural dissemination.

Set up science signage and ecological interpretation boards in the park's fields, orchards, and forest areas to enable tourists to easily obtain knowledge explanations. (Figures 5, 6)

4.3.2 Innovation in Local Culture and Folk

Figure 3(left): Design Concept for Parent-Child InteractionImage
Image Source: Originally Drawn by the Author

Figure 4(right): Design Concept for Children's Play Facilities

Figure 5(left): Design Concept for Vegetable Greenhouse
Image Source: Originally Drawn by the Author

Figure 6(right): Design Concept for Happy Farm

Education

Leverage the existing local history, culture, and traditional crafts of Gangtou Village, such as straw weaving, farming culture, and traditional opera, to design parent-child experience activities that allow children to feel the charm of rural culture through joyful interactive experiences.

Regularly organize agricultural knowledge lectures and parent-child science classes, inviting local agricultural experts or heritage craftsmen for on-site teaching.

4.4 Strengthening Strategies of Safety Assurance Facility (Enhancing Safety Assurance Dimension)

Safety is the most important characteristic of the landscape from a parent-child experience perspective in leisure agriculture parks and should be the primary consideration during planning and design. Safety mainly encompasses aspects such as space, boundaries, materials, plants, structures, and usage. Choose anti-slip, anti-fall, and anti-collision materials for the ground in parent-child activity areas, and consider protective measures in the design details of children's activity spaces to reduce safety hazards.

4.5 Optimization and Feature Enhancement Strategies for Spatial Layout Functions (Comprehensively Enhancing Tourists' Perceived Value)

4.5.1 Clearly Defined Functional Layout

Create clearly defined functional zones with distinct content and forms in various landscape designs, based on returning to nature and enjoying agriculture. Design a series of features targeting the characteristics and needs of parents and children. Combine functional areas with characteristic nodes to guide tourists from landscape experience to parent-child interaction and then to agricultural science learning, forming a gradual and richly layered tour rhythm.

4.5.2 Creating Site-Specific Atmosphere

Add navigation facilities and signage systems with local rural style, using local materials (such as crop straw, stone, and wood) for landscape design to enhance the rural cultural atmosphere. Set up semi-open wind and rain shelters in parent-child activity and leisure areas to reflect high-quality, humanized space design.

Through the above targeted planning and design strategies, Gangtou Village Leisure agroforestry park can further enhance the overall experience value perception of parent-child tourists, forming an attractive environment, interactive experience, educational value, and safety assurance, all developing in harmony to establish a unique parent-child leisure tourism brand. This will promote the sustainable development of rural tourism in Gangtou Village.

5.Conclusion

This study focuses on the leisure agroforestry park in Gangtou Village, Xinle City, from the perspective of perceived value by parent-child tourists. Through field surveys and quantitative analysis, it reveals the important roles and interrelationships of four dimensions—environmental attractiveness, interactive experience, educational value, and safety assurance—in parent-child experience activities. The study finds that these four dimensions not only independently influence tourists' satisfaction and perceived evaluation but also demonstrate a significant positive correlation with each other, forming the intrinsic structural system of perceived value in the parent-child leisure agroforestry park. Among these, interactive experience has the most significant impact on tourists' overall perceived evaluation, followed by environmental attractiveness and educational value, while safety assurance acts as a fundamental supporting condition throughout the tourist experience.

Based on the analysis above, this study further proposes targeted planning and design strategies, including the optimization and enhancement of ecological landscapes, enrichment and expansion of distinctive interactive experience activities, construction of diversified agricultural science education spaces, and the improvement of comprehensive safety assurance facilities, aiming at the sustainable development of the Gangtou Village leisure agroforestry park. These strategies will not only significantly enhance the park's attractiveness and market competitiveness but also provide practical guidance and value for the development of the local rural tourism industry. However, this study does have certain

limitations. Future research could attempt to further expand the sample size, increase qualitative analysis methods such as interviews, and deeply explore trends in tourist behavior patterns and experience needs to more comprehensively and deeply guide the planning, construction, and sustainable development of the Gangtou Village leisure agroforestry park.

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