

Design thinking on tourism products based on tourism experience view

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ABSTRACT. *Tourism experience explains the basic mean of tourism as the “different life style”, in tourism experience, the tourists can feel the communication and interaction between “me” and nature, environment, objects. So tourism products shall be designed according to the principle of tourism experience, character and feature, humanity, aesthetics, aesthetic nature and diversification. By a series of design strategies, taking tourism service as the platform, tourism products, tourism facilities as the tool, and chasing for joys for tourists as the aim, and jointly create “tourism experience” with tourists.*

KEYWORDS: *tourism experience, tourism products, product design*

1. Introduction

“Welcome to the new experiential economical time”, nothing can be more suitable to cater the modern mind than experience. Tourism experience has become the typical symbol in experiential economical time. [1] Tourism products stand for that tourists spend some time, money and power, in exchange for a tourism experience [2]. In experiential economical time, tourism product is a tourism experience for tourists, which concerns on that to obtain tourism experience is the basic goal of tourists, the products and services from travel operators and residents in tourist destination are for the satisfaction of tourists experience. Only when the tourists achieved unforgettable experience can the value of products and services from travel operators and residents in tourist destination be realized.

2. Value of tourism product experience

Tourism experience product provides tourism experience for clients by the aspects of sense, emotion, thinking, action and so on, respects every tourist. The experience of tourism product concerns on the demands of every tourist and forces on the diversification on tourism product experience. The tourism product experience place tourist into the tourism situation and atmosphere, so the tourist can achieve the property of participation which he/she had never experienced before.

The tourism product experience surrounds tourist into beauty and joy, brings the new experience of “different life style”. Tourism product experience satisfies the mental demands of tourists, as well as the deficiency needs levels in current society including emotion, social communication and self-actualization. Tourism experience get tourism to the nature mean of “different life style”, and get the nature mean to be sublimated deeper.

3. Designing principle of experiential tourism product

3.1 Highlight the principle of tourism experience

By tourism experience, the tourist can reach a subjective, comprehensive and deep feeling, the feeling is obtained by tourist by subjective judgement, it's a combination of sense and sensibility. As well as a underlying experience and feeling from the combination of individual and objects, which impressive and would influence people's attitude to lives in reality, and may even change the value of someone. The tourism experience gets tourist a really differential life style, and reaches the nature aim of tourism. So the design of tourism product must be planed and designed according to the feeling, experience of tourist, individually.

3.2 Highlight the principle of character and feature

To concern the design of culture for tourism product is the basic path for highlighting character and feature. The tourism product culture comes from the source itself, the cultural environment of the location of the tourism product, so it contains great digging depth and width. By the designing on character and feature of tourism product, the local residents would have correct awareness on the local tourism products, build up self-awareness on local culture, come up with cultural pride and acceptance, in this way there can come up with an attitude that actively and optimistically support the development of tourism. On the other hand, by the designing of character and feature of tourism product, the attraction of tourism product can be enhanced, and the possibility to be selected as the tourism target, and also bring tourist the mental sense of happy, active and satisfied. The tourism products with character and feature shall be appeared with cultural background that different from daily lives, concern on the feature and national culture, which would help tourist to adjust mind and body, open field of vision, enhance good sense, and reach the nice, comfortable experience of tourism.

3.3 Highlight the principle of humanity

The nature of tourism experience is on the interaction between object and subject. So the design of tourism product must respect “personal”, to highlight humanity, respect person, concern on person, care about person, love person. Shall concern on the object and subject which tourism activities relate, highlight the feeling and

experience of tourist on tourism experience, obtain the admission of local residents, with a good interaction with local community, supported by local government. The tourism enterprise shall also achieve the benefit of economic society when designing the sources.

3.4 Highlight the principle of aesthetic character

Tour is a comprehensive aesthetic activity, aesthetic character has become the trend of the world development. By highlighting the aesthetic character of tourism products, tourist can reach more attraction during tour and stimulate the sense organ, which would lead to different feelings. Then form us images and impressive aesthetic character experience. So tourism products shall highlight the aesthetic character to satisfy tourist's aesthetic demands and inspire tourism aesthetic emotion.

3.5 Highlight the diversification principle

Tourism demand and interest is diversified, by concerning on designing diversified tourism product and making it with rich content can the tourist's diversified demand of tourist can be satisfied. The single tourism activity content would reduce tourist's interest and emotion. Diversified content can promote to improve tourism interest and highly mobilize joy of tour, and reach nice experience.

4. Designing strategy on tourism experience product

The key task of tourism operation is no longer simply providing tourism products and service, instead it's to provide tourists unforgettable tourism experience and satisfy tourist's demands on entertainment, knowledge seeking and aesthetic, self - actualization and other higher levels. Tourism experience takes tourism service as the platform, tourism products, tourism facilities as the tool, tourist's chasing for tourism joy as the goal, to get the tourist a kind of spiritual enjoyment to experience relaxing, fresh and unique, in the mean of communication, interaction, tour and consumption.

4.1 Concerning on property of participation and knee on tourism experience

For experience, tourists are willing to spend money and time. The highly property of participation is the core of design of tourism experience product. Tourism experience is the conclusion that tourists attend the tourism activity. Degree of participation is directly relevant to performance of experience, when participation degree is high, the performance of experience would be better, or it would be worse. It's also important to highlight the bright theme while concerning on degree of participation. The theme in experience is the base and soul in tourism experience. The bright theme must be able to motive people's real feelings, influence tourist's experience on space, time and object, totally change tourist's feeling on reality.

Which shall gather the reality entirety of the mutual coordination of space, time and objects. Theme shall express the particularity and otherness of the culture on sightseeing district, shall be full of local character and feature, shall clearly study the tourism motive, consumer psychology of tourists, and find out the “differentiation”. Which gets the cultural and experience value of tourism product well and deeply expressed.

4.2 Fully give play to emotion design idea

Tourism experience is a kind of cognitive reaction from tourists to tourism products, and a kind of emotion based on cognitive reaction. Tourism activity is the experience of tourists on tourism products. When tourist products fit with tourists' minds and interests, there would be a certain of active emotion, which is a happy and unforgettable experience. Emotion design concept is to make use of all kinds of shapes, colors, designs, situations, inter person communication and other elements to join emotion into tourism product, during the process of tour to inspire tourists' image and come up with resonance, reach the joy of mind and satisfaction on emotion. By the inserting of emotional concept, the sense of pleasure, satisfaction, honor, achievement from tourism products to tourists makes the emotional value which gifted by products is getting to be the main-stream reason for tourism consumption, the additional value on emotion gets tourists' chase raised to spiritual level and culture filed, and finally brings forceful, positive sense.

4.3 Show the challenge of tour, and reach the aim of sensory stimuli

Tourism experience is one of the element that distinguishes life in reality and tourism world, so the suitable challenging activities can get tourists to really forget themselves. When facing challenges, sensory effects must be reached, when sense organs are more in tourism experience, the challenging performance can be reached better, and more impressive. The tourism experience atmosphere with bright colors would bring tourists impacts on vision. A lot of aspects on auditory sense would influence the emotion and action of the tourists. Smells can get emotions excited, as well as relaxed, which can remind some memories or relax pressure. Taste senses is helpful to people to form up the sense to food. Among tourism products, specialty caterings and special snacks is a kind of experiencing design to enhance the performance of speciality experience. Tactile sense is another element to promote tourism experience, tactile signal is with symbolic significance, such as to comprehensively and completely consider the features from different tourism attractions and facility materials, perfectly make use of the material features, which may bring tourists sense association. The original unique texture, thickness and density, natural charm from the material can bring widely different temperament and interest for the art modeling of the tourism experience scene.

4.4 Improve the additional value of tourism product

Additional value of tourism product is a kind of effect that can bring tourists extra satisfaction on mind and body during the tour. By improving the additional value of tourism product can improve the comprehensive value of product, which is good for inspiring tourists to have the intention to buy and take action to but, as well as to deepen the experience of tourists. Each tourist destination would provide only one major value of tourism product for tourists, while the additional value can be mutual. Souvenirs is also with high additional value, as it's representing the local cultural character, local conditions and customs, which can maintain a long term emotional contact. Which contains the tourists' reluctantation, memory and bailment to sightseeing district. Souvenirs shall take theme, material from local, produce and sell locally, which can well increase the tourism experience. The warm, convenient, considerate, cheap, subtle quality and valued services from residents of the tourist place to tourists can get the tourists feel convenient, safe, warm, substantial, comfortable and happy, which they can be very satisfied, so the additional value is created. The nice communication and contact between local residents and tourists is establishing the positive inter person communication, and deepening the experiencing performance for tourists, so they can have very impressive memory on tourism experience.

4.5 Concerning on the designing of tourism circumstance and build comprehensive experiencing atmosphere

Seeing from the view angle of space, the core of tourism experience is to build tourism circumstance. So the intangible cultures in tourism products shall be tangibilized in the means of materialization, contextualization and so on. By making use of back up isotopic carriers such as buildings, artistic and cultural symbols, tools, materials and so on, in the means of enlarging, shrinking, changing, grafting, combining, carton and so on to fix the culture feature and get the intangible cultures tangibilized and scenarized. By building atmosphere and environment, designing circumstance to realize the taste and experience on tourism products for tourists, so the subjects, objects or isotopic carriers can well interact in all kinds of touring entertainments, emotion appeared by scene, and scene appeared by emotion, so the realm of combination for emotion and scene can be finally reached, and form a space of atmosphere, scene and circumstance of tourism experience. Tourists have complete demands on cultural products, including the organic combination of space, time and objects, so the integrality must be appeared in the designing of experienced products, while the designing of tourism circumstance is the best and most effective way to realize the complete tourism experience. By building the atmosphere, scene and circumstance space for touring experience, the tourists can be placed in the activity circumstance that quite different, and again to reach interaction and communication by circumstance role playing by the tourism staffs, and the tourists' experience can flow from low end to an enjoyable high end.

4.6 Concerning on time schedule

Time perception is a reaction to the constant time, speed and order on all atmospheres in real world. Tour is a kind of displacement in time substantially, time is also an important designing element for tourism products. To get tourists' every minute during the tour is valuable, this is the feature of experiencing tourism products. The tourism activities shall be presented in orders, including silence and movements, tense and relaxing, with a lot of surprises. It shall provide tourists a kind of surpass on current living condition, as well as a way to relax mind and body, to reach the silence and balance in mind. The distant tour is boring and tired, if wonderful videos can be played during which, of the guide can display a wonderful speech, and convene highly involved activities, tourists would arrive at the destination in laugh and dance, so the tourists would not feel the tour as boring and tired. So on the design of touring path, touring service, scenic spots designing, planing and other aspects, shall fully considering the element of time perception.

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