

## Research on Tourism Product Design Based on Tourist Experience

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**Keywords:** Tourist Experience; Tourism Products; Product Design

**Abstract:** With the continuous improvement of the social and economic level in our country, the tourism industry has been unprecedentedly promoted under the influence of the economic development. In the process of tourism activities, most tourists, in order to meet their spiritual needs, have become more and more interested in being able to participate in the design of tourism products or to have a more realistic experience of tourism, and have been actively involved in it. However, in terms of its actual development, our country is still in the primary stage of development in the design of experiential tourism products which has a large space for development. But, due to insufficient experience, there are still many problems in its development, which has a certain impact on the development of the tourism industry in China. Therefore, this paper mainly makes in-depth analysis of the problems in the tourism product design based on the tourist experience, so as to provide more help for the development of tourism product design based on tourist experience.

### 1. Introduction

With the progress and development of our society, the economy of our country has gradually developed towards the experience economy. In the era of experience economy, when the tourism industry in our country grows, its own connotation has also unprecedentedly changed. In the past tourism, tourists are mainly guided for traditional sightseeing. However, with the arrival of the era of experience economy, experiential tourism has gradually become the core during the development of the tourism industry in our country, not only directly determining the quality of core tourism products, but also playing a great role in promoting the development of tourism industry in China. However, humanistic tourism products lack good experience characteristic in its development, so good design of experiential products is conducive to improve the experience of humanistic tourism products, and promote our national quality, the quality of life and the harmonious development of society. However, the design of tourist experience-based tourism products still have many problems in its development because of various limitations.

### 2. Problems in Tourist Product Design Based on Tourist Experience

With the sustainable development of the tourism industry, although many scenic spots have paid great attention to the development of tourism projects in order to meet the spiritual needs of more tourists, most of them still present the original tourism services whose essence is still a kind of traditional tourism project and service being excessively dependent on the original tourism resources <sup>[1]</sup> to tourists only under a new interactive and experiential name. Especially for some cultural tourist attractions, although they have designed cultural tourism products in their development, the content of the design can only meet the basic and superficial cultural understanding needs of tourists, while the deeper cultural connotation is not enough considered in the design of cultural tourism products and the discussion of the cultural connotation is not conducted, resulting in failure of giving tourists more intuitive and personal experience, and ultimately facing the fate of being eliminated.

At present, the development of experiential tourism products in tourism industry in our country is still in the initial stage, so sufficient experience in the development and design of experiential tourism products is lacking in the tourism product design based on tourist experience, leading that most of the current tourism products designed and developed are relatively extensive and simple

and short of sufficient innovation in the development. At the same time, when exploring original tourism resources, the tourist attractions although attach great importance on it, the exploration is not deep enough. In particular, the design of some cultural tourism products only stays on the view of natural scenery and humanistic architecture, while no in-depth development of the cultural industry chain among them has been developed, and innovation and creativity for integration of experiential tourism products is lacking [2-3]. Short of innovation in the process of developing and designing tourist products based on tourist experience is not only unfavorable for the whole scenic spot to well adapt to the era of experience economy; at the same time, the development of tourism based on tourist experience in China will also be negatively impacted.

### **3. The Design of Tourism Products Based on Tourist Experience**

In today's tourism industry, the development of “big tourism” is generally advocated. In order to meet their own spiritual needs, tourists have a growing interest and actively engage in participating in the design of tourism products or having a more real experience of tourism. Therefore, in order to meet the increasing tourism demand of tourists, the tourism developers should integrate the current tourism resources reasonably and effectively in the development of experiential tourism products to make tourism resources expand obviously and enhance the linkage and comprehensiveness of resources, thus preparing the basic resources for the development of experiential tourism products. At the same time, it is also necessary to strictly plan various types of personalized tourism themes that are suitable for different tourists' tastes. Only in this way can tourism developers fully understand the market demand for and promote the development of tourist experience-based tourism product design in the development of tourism resources [4]. In addition, special attention should be paid on creation of a cultural atmosphere that can demonstrate their cultural characteristics and enough attraction should be given to appeal tourists to participate in the design and experience of tourism products when designing experiential tourism activities and products. .

In the design of some relatively mature tourism products, tourism designers need to develop the resources deeply according to the original characteristics of tourism resources, in order to promote corresponding tourism resources to obtain more tourism benefits in the development and more tourists to participate in the tourism experience. For getting more attention from tourists, characteristics of certain interaction and participation should be integrated into the exploration of tourism resources, which renders tourists to acquire actual experience in the visit and plays a great role in promoting the development of relevant tourism resources [5]. However, in the development of some new experience tourism products, tourism developers and designers can obtain more information from tourists before carrying out the design work, and then integrate them into the design of experience-based tourism products, which is helpful for tourists to have a certain experience in the contact with these products. On the basis of integrating the original tourism resources and tourism services, tourism developers can add diversified new interactive links and characteristics.

Because no new supporting tourism service is set up, tourists often lack good conditions to participate in the experience of the new experiential tourism products. If no effective measure is taken to create favorable conditions, no good experience effect will form during tourists' experience of tourism products designed by tourism developers. Therefore, the operators need to improve the marketing of experiential tourism products, increase publicity, and strengthen cooperation with other relevant institutions, in order to do a good job in enhancing tourists' experience in the development of tourism products and quickly occupy the market with their own products, thus to promote the development of experiential tourism products in the future.

### **4. Conclusion**

To sum up, in order to do a good job in the design of tourist products based on tourist experience, tourism developers can plan the theme structure of the experiential tourism products, make reasonable innovation on the designed tourism products, and at the same time, they need to do a

good job in the marketing of tourism products based on the tourist experience in the development of tourism resources. Only in this way can more tourists experience the designed tourism products, which will greatly promote the development of tourism industry in China.

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