

The Orientation and Approach of Rural Tourism Development from the Perspective of Experience Economy

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Abstract: The social and economic level is rising rapidly, people's living standard is getting higher and higher, more and more pursuit of spiritual enjoyment and diversified entertainment, so the tourism industry has been developed rapidly. The rapid development of urban society makes people face great pressure of life, and many people tend to rural tourism in the diversified forms of tourism. Rural tourism is widely concerned for its advantages such as fresh environment and simple culture. Because of the coming of the new economic era, rural tourism is facing new challenges. In order to expand the market competitive advantage of rural tourism, rural tourism needs to be effectively combined with the experience economy. In order to promote the development of rural tourism, it is necessary to clarify the relationship between rural tourism and experience economy, understand the orientation of rural tourism development from the perspective of experience economy, and explore the future development strategy of rural tourism.

1. Links between Experience Economy and Rural Tourism

The arrival of experience economy brings new development opportunities for rural tourism, and also makes rural tourism face new challenges. The experience economy was first created in the United States by a scholar named Alvin Toffler. Experience economy means that consumers pay more attention to the emotional comfort of goods than to the hard standard of product quality and price, and consumers are willing to pay for the virtual value of goods [1]. Experience economy is a new economic model juxtaposed with agricultural economy, industrial economy and service economy. The birth of experience economy has provided the help for the development of rural tourism. Rural tourism can provide consumers with a completely different experience from their personal lives. In order to realize the sustainable development of rural tourism, it is necessary to actively grasp the matters needing attention in the development of rural tourism from the perspective of experience economy, and explore the effective strategies for the long-term development of rural tourism.

As an early experience economy industry, tourism and experience economy are closely related. The essence of tourism is that consumers go to a place to pursue emotional experience activities, tourism itself belongs to experience activities. Compared with consumers in other industries, consumers in the travel industry invest money and time to get emotional experience, pursuing a virtual but permanent memory. From the perspective of experience economy, tourists tend to be more personalized and participate in high consumption activities. In order to meet the needs of consumers, the tourism industry should fully mobilize the tourists' senses when carrying out the project development, give tourists many angles to feel the pleasure of tourism, and make tourists get a profound emotional experience. Rural tourism can relax tourists' mood and make tourists feel the charm of nature again. Rural tourism is aimed at rural areas far from the city, allowing visitors to enjoy the unique natural scenery and cultural culture, mainly for urban residents. The development of rural tourism from the perspective of experiential economy should not only provide tourists with very different rural scenery, but also make it more important for tourists to experience rural life through experience.

Table 1 The relationship between economic times and demand levels and consumer behavior

Economic times	correspondence	Level of demand	Consumption behavior
Experience economy	Senior	Self-realization	Pursuit of sensibility
Service economy	Intermediate	Respect for realization	Quality pursuit
Product economy	Low grade	Safe Survival	Pursuit

2. The Orientation of Rural Tourism Development from the Perspective of Experience Economy

2.1 Adapt to the diversity of consumer needs

Tourism demand is changing obviously with the improvement of people's living standard. Besides the requirement of product quality, tourists pay more attention to get emotional experience from tourism. People are facing great pressure of life and work in social life, hoping to relax from nature, and they hope to get good spiritual satisfaction in addition to obtaining basic travel services when choosing to travel. In addition, tourists tend to change from seeking practicality to feeling. In view of the development of tourism industry, the simple and fancy form of tourism can no longer meet the needs of tourists who choose rural tourism, and they prefer to be able to realize the unique humanistic culture of the countryside from tourism [2]. In order to adapt to the experience economy, rural tourism development should aim to meet the diversified needs of consumers.

2.2 Experience as the core of development

To explore the development of rural tourism from the perspective of experience economy, the key core lies in the word experience. The unique consumer products provided by rural tourism are a kind of experience that consumers spend time and money to obtain, and this uniqueness determines the close relationship between rural tourism and experience marketing. Tourists get experience through rural tourism, in other words, the carrier of tourist experience is rural tourism. The rural tourism needs the help of the special rural carrier to get the experience from the countryside. Rural tourism is the platform to show the experience.

2.3 Improving competitive advantage through experience economy

Rural tourism is a new form in the tourism industry, which can help to realize the sustainable development of society and speed up the construction of new socialist countryside. But in recent years, the main content of rural tourism is to provide tourists with sightseeing and leisure products, even to provide tourists with experiential products, but also to do farm work, eat farm rice and other levels, the understanding of experiential products is not deep. In order to actively adapt to the development of experiential economy and meet the needs of consumers, the whole process of rural tourism development should fully implement the word "experience ", and strive to provide tourists with tourism activities with high experience degree and rich emotional harvest.

3. The Approach to Rural Tourism Development from the Perspective of Experience Economy

3.1 Learn about the tourist market and design

In order to meet the needs of different tourists, we should conduct market research to understand the needs of consumers and divide the market according to the actual situation [3]. In terms of age difference, soothing tourism activities can be provided to middle-aged and elderly consumers, and the tourist sites for this group should be close, long and stable. In the face of the youth group, we can design more exciting and emotional tourism projects, dedicated to this group of tourists in the tourism activities to increase personal knowledge, cultivate good sentiment. In terms of the difference of living conditions, the urban white-collar workers have a high level of education, pursue high quality life, and be good at accepting new things, but they face more pressure of life and work than other people, so they tend to be closer to the natural and simple tourism activities.

And the informed group wants to re-feel the past life through rural tourism, rural tourism development should take agricultural activities as the main content.

3.2 Satisfy inner pursuit and enhance visitor participation

Rural tourists from the perspective of experience economy want to get a strong emotional experience from tourism acquisition, hope to get a sense of achievement from the activities, pursue adventure activities, so rural tourism development should pay attention to the diversity of experience activities, and can fully improve the participation of tourists. In the past, rural tourism activities generally only in the form of Nongjiale, slightly single, tourists can only carry out sightseeing, fishing and other activities. To give visitors more experience, we need to develop more experiential activities on this basis. The tourist places can rent the special scenes of farmland, vegetable garden, ring house and so on in the countryside to the tourists, and the tourists can carry out the bowing activities in these venues to fully understand the rich and colorful agricultural production activities. In addition to general agricultural activities, we should also make full use of the unique cultural culture of the countryside, such as local traditional festival activities, folk performances, and so on, so that tourists can follow the local people to learn rural song and dance, traditional crafts (weaving, embroidery) and so on. A variety of activities can give visitors a fuller inner experience.



Figure 1 Village characteristics

3.3 Grasp the rural characteristics and show the rural culture

The biggest difference between rural tourism and general tourism lies in the unique rural landscape and cultural culture, and the development of rural tourism should fully grasp these two contents, and must show the rural characteristics as far as possible in the process of development. First of all, the display of rural landscape, the most characteristic of the countryside for the rooster dog bark, cattle and sheep slow can fully show the pattern of farming life, in addition to this, transplanting seedlings, feeding cattle and sheep and other agricultural activities also belong to the unique rural landscape. Secondly, the rural cultural culture, rural tourism development must vigorously develop the folk arts and crafts in the countryside, to fully show tourists beautiful folk arts and crafts. Such products belong to material culture and should also show the spiritual culture to tourists. Traditional festival activities, traditional folk customs and so on can show tourists the authentic simple folk style. In rural tourism activities, tourists should be free from the disturbance of complicated social life, fully follow the inner feeling to enjoy the leisure atmosphere, and strive to relieve the pressure in life and work.



Figure 2 Simple folk style

3.4 Mobilize multiple senses to awaken your inner feelings

The tourism development from the perspective of experience economy should fully mobilize the tourists' multiple senses, so that tourists can feel the charm of the countryside from different angles of smell, touch, vision and so on [4]. In the design of rural landscape, be sure to choose the materials that can show the characteristics of the countryside, color, proportion, for example, the design of rural hotels can be based on local wood, stone. In order to mobilize the hearing of visitors, can be designed to allow visitors to hear the sound of birds, streams. Carry out diversified agricultural activities, such as fishing, picking and so on, so that tourists can touch the unique products of the countryside. Vigorously develop the rural catering industry, encourage tourists to try rural characteristic diet.

4. Conclusion

The development of rural tourism under the experience economy should give consumers unique experience and rich inner feelings as the main goal. Traditional tourism products are difficult to meet the emotional pursuit of consumers. Rural tourism development should pay attention to the diversity of efforts to meet the needs of consumers, grasp the pursuit of different consumers, show consumers the characteristics of rural areas, improve the participation of tourists, so that tourists can get a more profound emotional experience in tourism activities. Actively carry out the above means, rural tourism activities can occupy a certain market and achieve long-term development.

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