

Rural Tourism Product Development from the Perspective of Experience Economy

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Abstract: In recent years, our country has made breakthrough achievements and development in the economic field. Our country has always valued the development of rural economy. In the process of rural economic sources, the development of rural tourism products plays a very important role. Through the experimental investigation, it can be seen that many modern people like to travel to the countryside very much. Many people deliberately rush to the countryside during the holidays to experience a different life and search for many distinctive rural tourism products. In the process, not only can express one's own personal feelings, but also get more life experience.

1. Introduction

Rural tourism products can represent a certain emotion in the countryside to a certain extent. We can study the effective ways of developing rural tourism products from the perspective of experience economy, which can bring more fresh power to the economic development of the countryside. The term experience economy was originally proposed by a foreign scholar. Normally, as people's living standards and quality improve, residents will focus more time and energy on the emotional and subjective feelings brought about by commodities. When people buy these products, they often value whether the appearance of the product is in line with their own aesthetics, instead of just focusing on the use value of the product as in the past. In other words, more residents are beginning to pursue spiritual enjoyment. The experience economy can also be called a new type of economic form that is very popular now. If rural tourism products can be developed from this perspective, it will be a great opportunity for rural areas and bring unlimited possibilities for the development of tourism.

2. Overview of Experience Economy and Rural Tourism

Tourism generally refers to a kind of life experience that tourists seek from their original living environment to an unfamiliar environment. In many cases, tourism can bring more life emotions to tourists, and not only allow tourists to get more Vision can also give tourists more different feelings in the mind and emotions. Therefore, most tours will give people a very enjoyable experience. People can fully relax their bodies and minds when traveling. Life is complicated, and you can enjoy the beauty and joy of traveling leisurely. From the perspective of experience economy, people

value personal spiritual emotions and experience very much. From this perspective, we must ensure that tourism product design staff must stand from the perspective of tourists and design tourism products with very humanistic characteristics. To provide more tourists with a personalized and humanistic service, which can give tourists a full range of emotional resonance. In this era of experience economy, many young people like to travel to the countryside very much, and young people can work away from the city. To enjoy this beautiful quiet time in the countryside, the experience of tourists in the countryside not only comes from appreciating some fresh and interesting things, but more often from the beauty of the difference between the countryside and the city, really return to nature.

3. The Characteristics of Rural Tourism from the Perspective of Experience Economy

3.1 Products Need to Experience Differences

General types of tourism products do not meet the emotional and experience needs of current consumers. Especially from the perspective of experience economy, many tourists value the difference between tourism products and other traditional tourism products, so Rural tourism products must have certain characteristics. Every tourist is unique. Therefore, different tourists often have different experience needs. Therefore, rural tourism products must clearly reflect the differences in demand. From the perspective of providing tourists with more comprehensive services. The design staff need to understand the needs of tourists in depth, and design different tourism products with personal touches in a targeted manner, so as to ensure a broad market for tourism products. Different types of tourism products in this market also have their own unique fields. We can classify people with different age groups and different job characteristics into differentiated tourism product areas.

3.2 Need to Provide More Opportunities for Tourists to Participate

In recent years, our country has made breakthrough achievements and development. People's quality of life and standard of living have also been improved and leapfrogged compared to the past. The traditional way of traveling cursorily has been successfully eliminated by the times. Through the experimental investigation, it can be seen that many tourists like exploring very much and have a very strong spirit of adventure. They look at these rural tourism products, hoping that they can personally participate in the design process of tourism products, so in this case, rural tourism products must have a certain degree of participation, that is, rural tourism products are satisfying the tourists' experience demands, more tourists need to have the space to play independently, and let them participate in the whole product design process as much as possible, so as to enrich the tourists' travel experience. Rural tourism products have also become more meaningful because of the tourists' personal designs.

4. Effective Ways to Develop Rural Tourism Products from the Perspective of Experience Economy

4.1 Carefully Divide the Target Market

From the perspective of experience economy, we must ensure that the development of rural tourism products meets the various needs of tourists. Only these rural tourism products meet the psychological expectations of tourists, can they guarantee a perfect tourism experience. Before we formally develop, we must do a comprehensive division of target tourists. Only in this way can we

fully take care of the travel experience of each tourist. For example, the elderly, due to their limited energy, so most travel settings related to the elderly are generally relatively short. Comprehensive care of the health problems of the elderly, the elderly can effectively relieve their nerves in the process of relaxation. If it is young people, we can arrange some more challenging tourism projects. Most young people are more pursuing exciting and cheerful tourism projects, which can also allow young people to gain happiness while continuously enhancing their horizons. For example, for office workers working hard in a big city, we can design some rural tourism projects with relieving work pressure, so that visitors can release their own life and work pressures during the trip, so that they have an opportunity to contact with nature closely.

4.2 Discover the Characteristics of Tourism Products

In the process of developing rural tourism products, we cannot blindly take care of the experience of tourists, but also need to stand from the perspective of local cultural characteristics, fully integrate local humanistic feelings and historical characteristics, and integrate tourism products with local life scenarios. A clever combination can provide more forms of life so that tourists can fully understand the real daily life of the countryside during the journey. For example, during tourism, you can perform rice planting for tourists, or cut rice and other daily work activities related to farming, so that tourists can truly feel the natural atmosphere of the countryside. Such tourism often caters to the needs of tourists more. You can introduce local related folk culture to tourists, so that tourists can fully release their own nature in the local area, discard the worries and pressures in life, and truly feel the charm of rural life.

4.3 Strengthen the Design of Relevant Experience Projects

In the age of experience economy, most tourists hope that they can participate in activities with a strong sense of experience. Therefore, in the process of developing tourism products, we can focus on designing some participatory experience projects to provide tourists with more unlimited possibilities for experience and play. Normally, the most common tourist item is farmhouse. Based on the original foundation, we can also add other activities, for example, we can let tourists go to the orchard to pick the fruits they want to eat, or actively invite tourists to planting seedlings or cutting rice in the farmland, they can better feel the hardships of agricultural production and understand that every meal is hard to come by.

4.4 Effectively Stimulate the Emotions of Tourists

When developing some rural tourism products, we can appropriately incorporate the emotional experience of tourists. If visitors have a certain emotional resonance in the process of watching these rural tourism products, then it can bring visitors a very intuitive sense stimulate. Whether it is vision, hearing, or smell, it can satisfy people's aesthetic needs for tourism products. In the process of developing rural tourism products, we can also carry out appropriate design and transformation from the appearance, so that people can have a certain sense of comfort when they see these rural tourism products. In addition, the design of rural tourism products should highlight advantages of this, show the most idyllic atmosphere of the countryside. In addition, the village can also make full use of local advantages, such as using local wood and other original ecological materials as raw materials for certain buildings, so that people will involuntarily feel a sense of tranquility when visiting. In addition, some interesting tourism projects can also be arranged for tourists, for example, a fish pond can be built to let tourists experience the feeling of fishing. In addition, a distinctive local restaurant can be opened, allowing visitors to experience local specialties,

satisfying the needs of visitors in terms of taste, and allowing visitors to fully appreciate the charm of the natural beauty of the countryside.

5. Discussion

In the era of experience economy, we need to do in-depth development and research on rural tourism products to provide every tourist with more rich and interesting tourism experience, so that the rural tourism industry will prosper in a better direction.

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