A Research on Thoughts about Tourism Scenario Planning and Project Experience Design

Shiyan Zhang

Department of Humanities and Social Sciences, Sichuan Vocational and Technical College of Communications, Chengdu, 611130, China

Abstract. Both scenario planning and project experience in tourism industry start from the perspective of tourists. If we want to succeed in making tourists feel at home, we should have long-term planning insight and put construction of these tourist projects into practice. This thesis will figure out overall design thoughts about tourist projects in two important aspects, i.e., scenario planning and project experience design in tourism.

Introduction

Purposes of scenario construction and planning and experience activities at a later stage are the same, i.e., all of them require that planners should put themselves to standpoints of tourists and contact with all objective feelings brought by tourist projects comprehensively. Actually, the two aspects are an analysis of tourism industry and they just change from traditional economic analyses to sensory ones. In detail, they combine originality with commerce, enter the tourist environment they create by subjective feelings first and give specific suggestions for improvement from the perspective of tourist finally to make their tourist projects and scenic spots more characteristic and more interesting and improve competitiveness and commercial value of such projects in market.

Specific thoughts of scenario planning

Specific definition of scenario planning

In scientific definition, the said 'scenario' refers to specific 'situations' and visual 'scenes'. Then, scenario planning means specific design and planning about situations and scenes. As a tourism industry, concept of scenario is quite clear, i.e., scenery in scenic spots and personal experience in all tourist projects. Besides, it is essential to pay attention to the subject-object relation between situation and scenery in tourism. Generally speaking, the situation is a subject, while the scenery represents the object.

Content of scenario planning

Scenario planning of tourist themes

For scenario planning, the first thing we need to do is to establish a specific tourist theme. For instance, natural tourist projects should use sightseeing and exploration as tourist themes, while humanity history-based tourist projects ought to use sightseeing about cultural relics and historic sites as a tourist theme. In addition, the reason why themes are important is that they not only direct at making overall directions of tourist projects clear but also aim at establishing a specific arrangement for following construction of scenic spots.

Regardless of the situation that tourism covers a road of natural sightseeing or a route of humanistic feelings, its theme is 'entering situations by scenery' first and 'moving people by situations'. Tourism not only involves fixed scenery and products that are arranged in scenic spots but also provides moving stories for tourist resources that tourists see (such as scenery or historical relic) according to planning of themes. The purpose 'moving people by situations' can be reached only when stories are used to connect all tourist resources together.

Scenario distribution of tourist functions

Tourist functions are decided by tourists' desire for travel. Roughly, these functions include walking routes in a scenic spot, accommodation or resting areas, diet, shopping districts and splendid entertainment elements etc.

With thee functional demands, these corresponding functional areas will be build by focusing on tourists in tourist projects. At this moment, it is necessary to consider how to distribute these functional areas from the perspective of tourists and whether they will have impacts on themes in scenic spots or not. If some functional areas related to commerce are planed at the central position of a scenic spot, overall nature will be destroyed and tourists' design for travel will be affected as well. The most important aspect involves planning about distance of these functional areas lies in whether each function has continuity or not. Besides, functional conflicts cannot be formed inside. In detail, it also relates to arrangement about orientation of scenery.

Arrangement about scenic spots

With respect to whether planning about a tourist project is mature or not, most key points center on positions of distribution of each scenic spot. Each scenic spot has different projects. Thus, it is necessary to arrange routes among scenic spots and their relevance well, consider feasibility of distribution of these scenic spots and think about whether themes of the whole tourist project conflict or discord.

Arrangement about tourism land-use

Tourism land-use is a basis of the tourism industry. It is essential to use factors like size, location, natural environment and landform to construct a scenic spot according with tourist themes. Then, how can we reform the land and adjust size of and functions of each land? This should be decided according to specific demands of tourists. In addition to reform and construction from the perspective of tourists, we should also pay attention to protecting environment for both the country's policy support and a behavior related to maintenance of value of natural scenic spots. Cultivation of environment consumes much time and many financial resources. Making full use of tourism land-use reasonably to the largest extent can not only save cost but also bring the best spatial experience to tourists.

Scenario plans about tourist time

Yearly time

The whole tourist project need be considered and constructed all year round. In detail, the whole year should be used for operation to the largest extent. At the same time, it is necessary to start from the mental position of tourists, consider time for seasonal variation, holiday arrangement and large environment all year round and establish corresponding tourist activities according to changing time range of seasons and holidays. In doing so, industrial competitiveness and construction efficiency of the project can be improved further.

Sightseeing time

Length of sightseeing time depends on tourists' arrangement about holidays first and then relies on types of themes at the scenic spot. For tourists after entering a scenic spot, length of sightseeing time involves the period from beginning of sightseeing to its end and return. When tourist design is carried out, we must do a specific test according to scenario simulation. Besides, all kinds of special situations must be taken into consideration. For instance, travel behaviors of pregnant women and the disabled are relatively slow and more time-consuming. Thus, planners' design should try to ensure that tourists can finish viewing completed scenic spots within reasonable sightseeing time.

Consumption time

Consumption time is decided by tourists' desire for shopping. Generally, tourists will not have desire for shopping until a half of sightseeing time has passed. Some special scenic spots may stimulate tourists' desire for shopping. The degree of intensity of desire for shopping is in direct proportion to consumption time. Thus, this is an important link where scenario simulation need be carried out. With respect to sightseeing routes, more commercial districts may be designed after half a route has passed. For instance, a number of stores like gift shops and catering stores should appear here. This is simulating consumption. At this time, consumption time will increase.

A key to scenario planning

The concept that scenario is formed by tourism resources and reality

Scenario planning should start with practical situations and clearly know how many tourism lands and resources there are on earth. For conception, basis of reality is source of conception. When tourism designers design scenarios, they need use reality as a basis to carry out imagination. After these resources and thoughts have been combined, specific planning schemes appear.

Updating and perfecting scenes after they have been formed

Although existing tourism resources may be limited at present, scenario planning is a long-term process and an overall direction that we should carry out all the time. Therefore, when new resources are added or after new thoughts have been widely applied to the tourism industry, the scenic spot should make corresponding adjustment. Scenario planning does not make planning for planning but is carried out according to demands of future development. Therefore, for creation of a story and a virtual character, themes of scenes are keys. However, themes may vary with update of resources and conditions and design methods will be more and more advanced and increasingly specialized. These tiny changes will have the effect that a slight move in one part may affect the whole situation. Consequently, scenario design should advance with the times.

Special scenes may be treated specially

If a characteristic scenic spot which does not accord with the theme in planning about scenic spots, scenario planning will be implemented first for its treatment as well. Designers may have a travel from the perspective of tourists and decide whether the scenic spot should be retained and a unique scenic spot ought to be constructed or not by their own experience in travel. Its advantages are greater than disadvantages for competition of industries which draw people's attention. Thus, scenario planning should start with reality and from the perspective of tourist all the time. The final objective of scenario planning is to ensure competitiveness in the industry and tourists' favor.

Specific researches on experience design

Core of experience design

Experience design in tourism just summarizes results after simulation of 'tourists' in scenario planning and then arranges the scenic spots as a large stage by existing tourism resources. All future consumers will enjoy interestingness of tourism according to results after experience design. There are five cores in design.

Making themes clear

In experience design, specific tourist projects are designed according to themes that have been made in scenario planning before. The simpler the themes are, the more the tourists they can attract. Names of themes should also have their own characteristics. Tourists can understand content of tourism only when themes are distinct and direct. If names are too complicated or too literary, they can only attract a small number of people. However, tourism is a large-scale collective industry. Thus, it needs more people who love travel can see and understand this. Only in this way can they make a choice.

Deepening concepts

Concepts are extension of themes and are reflected by all aspects of tourism. For example, if we pay a visit to a forest park, the first thing that designers need do will be that they will arrange enough forest in the whole scenic spot of the park. This cannot be considered as the situation that concepts are deepened. In addition, it is necessary to add elements that only appear in forest, such as animals, peculiar vegetation, blue sky and clean water. Only in this way can be said that people's experience and feelings about forest is enhanced.

Types of experience design
Experience design about scenery

The tourism landscape mentioned here includes two aspects, i.e., human landscape and natural landscape. In detail, human landscape mainly uses historical relic, historical introduction and tour

description as approaches of expression and enables tourists to immerse themselves in cultural atmosphere of tourism themes by cultural experience. Natural landscape is direct visual experience, which is mainly reflected in the aspects like species of organism, flowers, trees and landscape construction.

Sensory experience design

Visual design

In addition to simple landscape design and according to traditional visual design in China, we know some park-based scenic spots may use the construction method 'having a person's view of the important overshadowed by the trivial' to becloud most tourists' eyes in order to achieve surprising effect. Other scenic spots may also use this kind of visual construction as a main direction of visual design. With respect to stimulation of optic nerves, a number of colored and dazzling buildings or reflectors may be utilized. Then, reflecting tourists' back by mirror surface may be used to make them generate illusion. After experiencing such a series of visual wonders, tourists will have deep impression.

Sound design

Sound design usually focuses on background music. At the same time, special effects may be appropriately applied to some special natural scenes to generate the feeling that tourists are personally on the site, such as low roar of beasts and birds' tweet in jungle scenery. Meanwhile, sound design also includes reflection of noise in order to prevent tourists from having bad experience in travel.

Experience design about activities

Several activity areas can be established in a scenic spot to make the scenic spot interact with tourist. At the same time, it is necessary to make activities according with themes contact with tourists in the link of experience design. In this way, tourists' experience in sense of touch may be increased. It is an effective sensory stimulation. After all, direct touch is more direct than any visual or auditory sense. Meanwhile, types of activities should be abundant enough to satisfy most tourists' different demands. This is another feature in addition to characteristics of scenic spots which will make them form the opinion that there are large interesting activities in addition to scenery. Next, they will make propagation and more tourists will be attracted to the scenic spot by its reputation. This is an important design to increase profits.

Key points of experience design

Surveys at an earlier stage

First of all, it is necessary to survey market orientation. As tourism is an industry serving the public, it is not scientific to depend on data analysis completely but must rely on consumers' support and hobbies. As speed of economic development grows, people's consumption level is increasingly high and their mentality about consumption also changes. In tourists' opinions, pleasure and enjoyment are the original reason why they choose tourism such a kind of consumption. Thus, it is the most important to survey tourist consumers' mentality first in order to learn market prospect of the tourism industry.

Novel features

The main reason why tourist projects can attract people is that they are new, novel and beautiful. Scenic spots that will be shown to people should seek for unprecedented wonders and peculiar scenery to the largest extent. When themes are established, we may relate to and start with reality and make novel popularization. This is the best way to attract consumers. In experience design, mastery of novelty should be able to win popular feelings.

Safety and comfort

Travel is a kind of enjoyment. When tourists enjoy pleasure, their safety must be ensured. It is essential to design situations about accidents and countermeasures and equip good and professional rescue workers and equipment in experience design of some novel scenic spots, which is a requirement of people-oriented principle of the service industry. For comfort, it is felt in details of

each experience. This will deepen degree of tourists' good feeling bout the travel largely. For instance, a polite reception, a comfortable dining activity and a convenient and rapid passage of a scenic spot are details. Long-term future of the whole situation can be planned only when details are achieved.

Conclusion

For overall activities of travel, scenario planning and experience design of all projects do the same thing, i.e., using designers' own objective feelings and experience process to devote to the activity 'tourism' and supplement and improve projects for future tourists.

The tourism travel needs new originality forever. New originality derives from experience and summarization. Scenario planning and experience design are methods by which experience is collected. Improvement measures concluded for this process are innovation. Competitive products can be obtained only when there is innovation. Competitive products of tourist projects derive from continuous self-improvement and service mentality starting from the perspective of consumers. Consumers' satisfaction degree and deep impression decides whether construction of a tourist project is successful or not.

References

[1] Li Wanlian and Wang Dongliang: Empirical Analysis on the Relationship Between Tourist Experience and the Brand-Building of Leisure Tourism City-A Case Study of Hangzhou, Journal of Xuzhou Institute of Technology (Social Sciences Edition), 2012(06).

[2] Li lijuan: Study on Co-Creating Touristic Experience Value [D], Beijing Forestry University, 2012.

[3] An Hexin: Research on Tourism Branding Based on Tourists′ Experience, Central University of Finance and Economics, 2011(02).