

# Research on the Logical Direction and Experience Paradigm of Service Design Involved in Rural Tourism

Zhongxu Li<sup>1\*</sup>, Guanguan Wei<sup>1</sup>

<sup>1</sup> Art College, Chongqing Technology and Business University, Chongqing, China

## Email Address

1372648225@qq.com (Zhongxu Li)

\*Correspondence: 1372648225@qq.com

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## Abstract:

**Objective:** By sorting out the definition and development history of rural tourism and service design, investigating the application cases of service design intervention in rural tourism, establishing a systematic and accessible resource system, exploring the way of thinking related to the application and development of service design system, and symbolically providing development strategies for service design to intervene in rural tourism. **Methods:** The existing literature was sorted out by using the literature review method. **Conclusion:** By analyzing the relevant contact points of service design and rural tourism, this paper considers the application of service design in rural tourism from the perspective of users and the overall perspectives, a service system containing services and information is constructed. Starting from the needs of the users, the service design intervenes in the logical direction and experience paradigm of rural tourism, combined with the new information technology to enhance the service experience in tourism, builds a new platform, integrates information resources, and finally settles on the user, thereby helping to enhance the tourism service experience and inherit the value of rural culture.

## Keywords:

Service Design, Rural Tourism, Logical Direction, Experience Paradigm

## 1. Introduction

In the 19th National Congress of the Communist Party of China, rural revitalization was promoted to the national development strategy, and it was clearly put forward that effective policies were needed to broaden the channels for farmers to increase their income. The rural revitalization strategy has great historical, theoretical and practical significance. To a certain extent, it summarizes the past and plans the future, and it is also an important starting point for deepening reform and opening up. Rural tourism has always been an important part of rural revitalization, an important component and power source of rural revitalization, a major task for China's construction and development, and is also an extension, development and new attempt of modern tourism to traditional agriculture and tourism. Its good development can

promote the development of rural economy. Through the innovation of the development and management mode of rural tourism, the existing resources are re-integrated, and the development of resource construction on this basis can promote the revitalization of rural areas [1].

At the same time, service design, as a rising system theory in recent years, focuses on “service” and uses the way of “design” to plan and serve. Its concept has long been integrated into all walks of life and produced certain results. Through service design involved in the development of rural tourism, relying on the existing natural and human resources in rural areas, with intangible services to meet the psychological needs of users. This paper studies the logical direction and experience paradigm of service design in rural tourism, so as to provide valuable reference for the research of service design in rural tourism and promote rural revitalization.

## **2. Related Theories of Service Design for Rural Tourism**

### ***2.1. Concepts Related to Service Design***

#### ***2.1.1. Definition***

Service design is the result of the cross-integration of multiple disciplines, so its concept is still not very clear. Service design takes “service” as the center, and plans the entire product service through the means or means of “design”, effectively combining tangible products and intangible services [2]. It is widely accepted that the purpose of service design is to improve user experience and service quality, which is to effectively plan and organize people, products, media and other related factors involved in a service. [3]

#### ***2.1.2. Method***

##### ***2.1.2.1. Touchpoint Analysis***

As the origin of service design, touchpoint is the most important part of service design. It can help people find some common problems in service, and can also form the final service design. Depending on the type of touchpoint, it can be divided into three categories: physical touch, virtual touch, and emotional touch.

a. Physical touch: touchable, real perceived and tangible touchpoints can be called physical contact points. In rural tourism, the most direct touchpoints is the rural basic software and hardware construction and products, etc., which will also become the factors that affect the tourists’ experience.

b. Virtual touch: Virtual touch points, also known as network contact points, mainly refer to the contact between the user and the service interface, some electronic devices or APPs, etc. In real life, virtual touch spreads fast, has a wide range and deep impact, so it will slowly affect our lives.

c. Emotional touch: It is mainly the emotional pleasure generated by the user in the process of contacting the entire service system and the emotional experience after the end of the interactive behavior. This emotion is the cognition of the entire service system and will directly affect the loyalty to the service system. Therefore, in service systems, special attention should be paid to emotional touchpoints.

#### ***2.1.3. Procedure***

#### a. Requirements Analysis

It mainly analyzes the needs of users, first locates users, and then analyzes, combine the needs of users, design questionnaires, determine the final service aspects through questionnaires, user interviews, etc., and finally combine relevant background policies to clarify service content.

#### b. Program Redesign

According to the analysis of the previous demand, obtain the needs of the users, start to verify whether it fits or not, and the design model will be developed based on this process. The more accurate the prototype is, the more favorable the later scheme evaluation will be.

#### c. Scheme Refinement

Make an overall evaluation according to the prototype scheme and refine it again

#### d. Usability Test

After refining the plan, make a model and list the task list, and then ask the relevant volunteers to complete the test.

### **2.1.4. Principle**

#### a. People-Oriented

The central point of service design is people-oriented design, which is carried out with the user as the center. Its essence is to satisfy “people”. A series of related systems should take “people” as the core point, and each link must fully consider the user’s experience, so as to produce a design that satisfies users.

#### b. Collaborative Innovation

Service design is an integral and systematic process, which requires the unified participation and exploration of all components to achieve good results. Service design covers all aspects, each participant, service provider and service recipient have the right to speak and creativity. Through scientific design procedures, win-win results can be achieved.

#### c. Natural Ordering

Service design needs to be presented logically, orderly and rhythmically. Reasonable planning process will also promote users’ emotional touch points and enhance their emotional experience.

#### d. Perceivable

Perceivable, that is, a process of transforming from the invisible to the tangible. The service design itself is intangible, and it can only be perceived by users through tangible display. Only when users perceive it, will it have a lasting impact on service design.

#### e. Overall Thinking

Overall thinking is also holistic. In the design process, relevant researchers should start from a overall perspectives, coordinate each part, and adjust the rhythm to achieve the best experience effect.

## **2.2. Related Concepts of Rural Tourism**

### **2.2.1. Introduction**

“Rural tourism” was born in Europe in the 19th century, and many scholars have discussed and analyzed it.

British scholar Bernard Lane (1994) believes that rural tourism is not only a tourism activity in the context of agriculture, but a multi-level activity. In China, He Jingming (2003) and others believe that rural tourism refers to tourism activities in the countryside that attract rural nature and humanities. Yu Jiancheng and Li Xunhua (2001) believed that rural tourism refers to taking rural areas as the destination, and focusing on traditional rural culture and its natural ecological environment, such as mountain landscapes, agricultural activities, rural customs, rural humanities, etc. It is a form of tourism that meets the requirements of contemporary cities and residents for rural tourism such as returning to nature. The core and characteristic of rural tourism is mainly “rurality”.

In short, for the definition of “rural tourism”, there are two indispensable points, one is that the countryside is the foothold, and the other is that the property of the countryside is the starting point.

### **2.2.2. Development**

#### **2.2.2.1. The Development of Foreign Rural Tourism**

##### **a. Start-Up Stage**

It is mainly based on the natural pastoral scenery, on this basis, small-scale operation, and finally middle-income families.

##### **b. Stage of Development**

In the middle and late 20th century, foreign "rural tourism" entered the stage of development. At this time, there are three main characteristics of "rural tourism", they are the diversification of product types, the popularization of tourists, and the transformation of the relationship between rural and rural tourism.

##### **c. Improvement Stage**

After the 1980s, with the improvement of the economic level, “rural tourism” has entered a stage of improvement, which is mainly reflected in more humanized projects, more branded products, and more nationalized tourist sources.

#### **2.2.2.2. The Development of Rural Tourism in China**

##### **a. Start-Up Stage**

Compared with foreign countries, “rural tourism” in China sprang up very late, and developed very slowly, It only began to rise in 1996, and when it first developed, it was mainly because the natural scenery and rural scenery of the countryside had a great attraction to tourists.

##### **b. Stage of Development**

After entering the development stage, “rural tourism” has begun to take shape, and a series of attractions such as farms have been developed relying on rural agricultural science and technology.

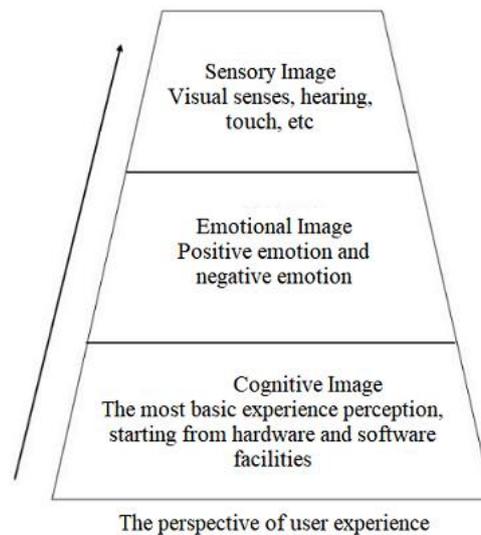
##### **c. Improvement Stage**

The improvement stage can be counted from after 2005. In 2005, the “Eleventh Five-Year Plan” began to include the construction of new socialist countryside as an important content, and “rural tourism” began to be upgraded in directly and comprehensively, and become a key factor in the development of the tertiary industry in rural areas of China.

### 3. Reflections on Service Design in Rural Tourism

#### 3.1. User Experience Perspective

The user experience perspective is mainly divided into three aspects: cognition, emotion and sensory perception (as shown in Figure 1).



**Figure 1.** Service design from the perspective of user experience is involved in rural tourism.

##### a. Cognitive Image

Cognitive image is extended from the starting point of the software and hardware facilities in the countryside, and is the most basic experience perception. Although the purpose of rural tourism is to make tourists get close to nature, the ultimate purpose of getting close to nature is to obtain a sense of satisfaction and pleasure. Therefore, service design intervenes in rural tourism by the means of “design”, rural tourism is planned to enhance tourists’ experience. experience.

##### b. Emotional Image

Emotional image is divided into positive emotion and negative emotion, and the main source of emotion is to obtain spiritual satisfaction in rural tourism, followed by emotional interaction with fellow travelers. The intervention of service design can, to a large extent, increase the spiritual satisfaction of tourists, thereby enhancing the positive mood of tourists.

##### c. Sensory Image

In the sensory image, the visual sense is the main part. The visual sense is mainly concentrated in the natural landscape and rural characteristic landscape, etc., while the hearing, taste and touch account for a relatively small proportion. In the sensory image, the rural infrastructure should be transformed, including the transformation of old houses and the renovation of walls, so as to highlight the rural characteristics and form a model of “one village, one case”, so that each village has its own characteristic

culture and attract tourists to come and go, thereby driving the local economy and promoting rural revitalization.

From the perspective of user experience, it is necessary to not only fundamentally understand the user experience of tourists, but also understand the motivation of tourists, so that a virtuous circular development can occur. From the perspective of user experience, service providers should clearly understand the needs of tourists, and on the basis of providing hardware and software equipment that meets user needs, how to make tourists feel satisfied, happy, and even in the process of experiencing it is a new idea and new direction for service providers to still have a strong sense of well-being after the experience, and have the impulse to experience it for two or more times. Therefore, the main focus of the user experience perspective should be the user experience and subsequent experience of tourists.

### 3.2. Overall Perspectives

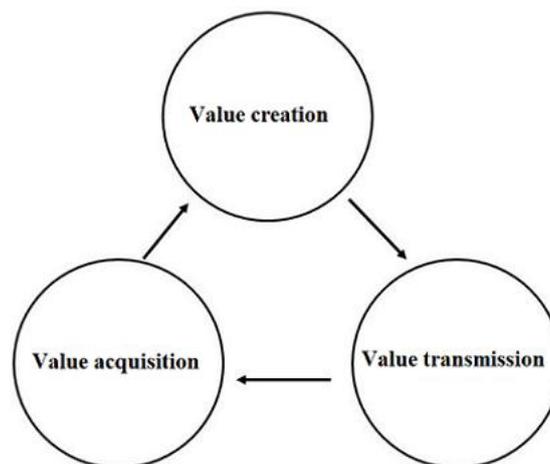
Service design is based on the needs of users. It is an intangible method of designing user experience through different touchpoints. It has a wide range of design, and within this range, it combines intangible services with tangible products are combined in a planned way.

From the overall perspective, what needs to be considered is not only limited to users, but also the service providers and stakeholders. These relationships will directly or indirectly affect the experience of tourists. Therefore, in service design In the process of intervening in rural tourism, we should fully center on the needs and experience of tourists, fully consider the needs of various stakeholders, and avoid ignoring other stakeholders in the development process, which will affect the experience of tourists.

## 4. Logical Direction of Service Design Involved in Rural Tourism

### 4.1. The Core Logic

The core logic is mainly divided into value creation, value acquisition, and value transmission. The goal of service design involved in rural tourism is to respond to national policies, improve rural economy, and revitalize rural areas (Figure 2).



*Figure 2. The Core Logic.*

a. Value creation: Service design is involved in rural tourism, and on the basis of satisfying tourists, it combines tangible products and intangible services to improve

the happiness index of tourists. At the same time, in this process, the needs of various stakeholders are met, and an economy belonging to the countryside is created.

b. Value acquisition: Through service design, the existing "products" in the village are designed, and the traditional characteristic culture is integrated into the design. When tourists are in the process of experiencing, they have the desire to buy or even buy directly, so that the value can be transmitted.

c. Value transmission: After tourists and consumers experience the experience and pay through certain payment methods, rural enterprises accumulate more funds for reproduction and create more value. In this way, a positive cycle of creating value, transmitting value, and acquiring value is formed, so that rural areas can be further developed and realize rural revitalization.

#### **4.2. Rational Logic**

Service design involves rural tourism. The recipients of services are generally tourists and local residents, while the providers of services refer to designers, businesses, media, local government agencies, local enterprises and related workers. They form a whole and coordinate with each other to form a benign win-win circle. Among them, local residents belong to both receivers and providers, and have a crucial identity in rural tourism. Their behavior and decision-making will directly affect the experience of tourists and even the overall situation. As the provider, the designer of the service side needs to dig deeply into the rural culture and find the culture with the characteristics of the countryside. Businessmen are not only practitioners in rural tourism, but also the policy executors and implementers. The media has penetrated into all walks of life through the Internet and other media, and has become the source of information for most people. The local government, entrepreneurs and related staff serve the decision-makers, planners and the most critical part of the stakeholders. Therefore, in this process, attention should be paid to the relationship and value between each part, and it can be effectively implemented only from the fundamental point of view.

#### **4.3. Experiential Logic**

From a local perspective, the national policy should revitalize the countryside, and rural tourism, as an important part, bears the brunt. The local government formulates corresponding implementation plans in accordance with relevant policies, and local enterprises contact the designers as soon as possible. The designers use systematic service design to design high-quality cultural and creative products, agricultural and sideline products, as well as high-quality cultural and creative products, and carried out the overall transformation of the countryside with systematic service design according to the requirements and local characteristic culture. Businesses decide the size of the investment according to the results, and the media spread such news through the Internet to attract tourists to come to experience, and finally achieve certain economic benefits, thereby driving the local economy and realizing rural revitalization.

### **5. The Experience Paradigm of Service Design Involved in Rural Tourism**

Service design intervenes in rural tourism, focusing on user experience, people-oriented, user research has been widely used, and experience-centered services,

although “users” are placed after experience, but this is a change in design paradigm. When the sense of experience becomes the object of design, and “users” follow closely, experience design is no longer an inherent product or service design criterion, but has its own specific research paradigm and research design field.

### ***5.1. The Happy Experience of Tourists***

Rural tourism has always been a way for people to escape from real life and yearn for a better life. Tourists can get satisfaction and pleasure from rural tourism and improve their happiness index. In the process of service design intervening in rural tourism, the main sources of tourists' happiness experience are initial cognitive experience, intermediate emotional experience, and final perceptual experience.

#### **a. Initial cognitive experience**

The initial cognitive experience focuses on the cognition of rural tourism. Before tourists go to rural tourism, they collect a lot of data on the villages they want to go to. If they want to go to the villages, its publicity and a series of preferential policies and scenery beauty, products in line with the needs of tourists, so they will have a strong desire to buy. At the same time, there will be a very good cognitive experience in rural areas.

#### **b. Intermediate affective experience**

In the process of tourists experiencing “rural tourism”, the infrastructure construction of rural tourism, the added value of products, the emotions of peers, the services of residents, local characteristic culture, and self-recognized scenery, etc., will directly affect the emotional experience of tourists in the intermediate period.

#### **c. Final perceptual experience**

After the end of the tour, tourists will give feedback on the trip, and the perception experience of rural tourism, will directly affect the next purchase decision of tourists.

### ***5.2. The Happiness Experience of Residents***

From the beginning of the transformation of the countryside, the happiness of the residents was generated. Most rural tourism selects relatively remote or economically less developed areas, but such areas are often characterized by beautiful natural scenery and relatively backward living conditions. Service design involved in rural tourism, and through the analysis of the entire village, relying on the Internet platform, builds a platform for internal and external communication, so that more people can come here and generate a certain desire to buy, thereby driving the local economy and enhancing the happiness experience of residents.

### ***5.3. The Happiness Experience of Stakeholders***

Service design is an overall system design, involving all aspects. In the process of rural tourism, the local government, entrepreneurs, merchants, designers, media, etc. are all stakeholders, and they will also be in this system, and indispensable, by these people to form a whole. When tourists want to make a purchase, stakeholders will also get a sense of satisfaction and produce a certain happiness experience.

## Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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