

Experience Design Analysis and Construction Strategy Research of Rural Public Space Based on Tourism Background

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Abstract:

In the background of tourism, the design of rural public space is faced with many problems, such as the destruction of rural regional style, the continuous impact of foreign culture, and the contradiction between villagers and tourists. Therefore, this study analyzes rural public space with the experience design concept, sorts out the types and levels of rural public space experience design, and provides design ideas for maximizing the protection of rural public space, presenting rural regional cultural characteristics in rural tourism development, and enabling tourists to best experience rural folk customs.

Keywords:

Tourism, Rural Public Space, Experience Design

1. Introduction

With the rapid progress of urbanization, more and more people gather in cities. For people living in cities, people's entertainment is mainly concentrated in urban consumption, and it is difficult to get close to the embrace of nature. Therefore, people begin to get tired of the noise and complexity of cities, and start to yearn for idyllic leisure and natural environment, return to nature and simplicity, and pursue inner peace. Rural tourism development can meet the basic needs of the appeals people, the countryside has natural ecological resources and rich cultural resources, so the rural tourism development based on the background of tourism meets the psychological needs of people.

Through the previous literature research, it can be found that many scholars have done relevant research on rural public space based on the background of tourism. Wang Haiyan studied the planning and design of tourism public space from the aspects of space, recreation facilities, road traffic, etc. [1] Hu Yeying et al. used factor analysis to divide the perception dimension of rural public space by tourists, and explored the internal relationship between the perception of rural public space and

tourists' sense of place. [2] Zhou Qinghua et al. organized public space relations from a macro perspective, analyzed public space design from a micro perspective, and finally summarized the design strategy of space form, place spirit and behavioral activity positioning in public space. [3] Guo Siqi et al. deeply explored the evolution characteristics and driving mechanism of rural public space before and after tourism intervention. [4] Wang Xueying et al. used SD method to evaluate the vitality of public space from the perspective of people's perception. [5] Jian Wei et al. believe that rural public space has the dual attributes of villagers' daily recreation and characteristic display experience, analyze the existing problems and development needs of rural public space, and propose to systematically renew public space at points, lines and surfaces to stimulate rural vitality. [6] Zhou Wenkang elaborated the factors of community participation in the construction of tourism-type rural public space, the process of constructing tourism-type rural public space and the community participation strategy of the content of space construction. [7] This study attempts to analyze rural public space through experience design theory, understand the experience design needs of rural public space under the background of tourism, and provide design ideas for the tourism development and transformation of rural public space.

2. Research Objects

Based on the tourism background of the countryside, its research object is mainly tourists and rural public space. Tourists inject vitality into the countryside, and rural public space provides tourists with the carrier of experience space.

Based on the tourism background, it is necessary to analyze the needs of tourists. Only by grasping the needs of tourists in the rural public space can we create an experience environment that fits tourists. This study combined Maslow's hierarchy of needs and tourism psychology theory to make the following analysis of tourists' needs. At the level of physiological needs, although tourists' behaviors and psychological states are different when they visit the countryside, their purpose is to experience the sense of difference brought by the contrast between the regional characteristics of the countryside and the cities and towns, and to experience the local customs and food culture of the countryside. At the level of psychological needs, the sense of security and belonging can leave a deep impression on the heart of tourists, and encourage tourists to seek spiritual belonging in the process of rural travel and experience.

Public space is one of the most important spatial components of rural areas, both villagers and tourists are in frequent contact with it. Rural public space is not only a space for tourists and villagers to freely enter activities and play, but also a space field to display the characteristics of rural regional culture. Therefore, the experience design of rural public space can not only expand the characteristic brand of rural areas, but also enhance the sense of experience of tourists.

3. Experience Design Theory

3.1. *Types of experience*

Experience design is derived from the experience economy. Pine II&Gilmore pointed out four types of experience, namely entertainment experience, educational experience, aesthetic experience and escapism experience. Entertainment experience refers to a process in which people get physical and mental pleasure by being in an

attractive behavioral environment. For example, when people appreciate beautiful scenery, they experience the sense of entertainment through passive attraction of their own senses. Entertainment experience is a process of passive attraction. Educational experience is an active process. Educational experience is a process in which people actively participate in something, gain knowledge and feel pleasure from it, that is, get education from entertainment. Aesthetic experience means that people are immersed in a certain environment so as to obtain the beauty of the environment, but they cannot have behavioral influence on the environment. In other words, people want to experience the pleasure brought by the beautiful environment in an aesthetic environment, but will not have behavioral influence on the aesthetic environment. The escapism experience is that the experiencer completes the immersion in the environment, has a behavioral impact on the environment, and actively participates in the experienced environment to get the real entertainment feeling.

The four types of experience are in line with the physiological and psychological needs of tourists. These four types can enable tourists to change from passive participation to active participation in an environmental experience, from immersion to absorption of an environmental experience, and the whole process can constantly push tourists to reach their expected tourism expectations.

3.2. Levels of experience

Through the summary of relevant literature, it is found that many scholars divide the experience level into three layers, such as sensory layer, interactive layer and emotional layer. [8]Sensory layer, cognitive layer and reflective layer.[9]Instinct level, behavior level and reflection level. [10] Based on this, this study divides the experience level into sensory level, behavioral level and emotional level to study the experience level of rural public space. The first is the sensory layer, which is stimulated by the experiencer's acceptance of external stimuli and a series of sensory responses made by the external environmental information transmitted to the brain. The sensory layer includes five aspects: vision, hearing, touch, smell and taste. The second is the behavioral layer. The behavioral layer refers to the experiencer's behavior interaction and contact experience with the environment, the experiencer gets a pleasant feeling in the process of communicating and interacting with the people, objects and scenery in the environment. Finally, there is the emotional layer, which is gradually formed on the basis of the sensory layer and the behavioral layer, and the experiencer generates the emotional attitude towards the environment through the experience of the first two levels.

4. The Relationship Between Rural Public Space and Experience Design

The rural content and forms that tourists can experience are very rich, including folk culture, regional features, natural scenery, rural agricultural characteristics, etc. These contents are mainly carried in the rural public space. Therefore, the content that these villages can present to tourists is transformed and designed according to the concept of experience design, so that tourists can play and experience in the most comfortable way. Meet the tourists' unknown exploration of the countryside and experience the colorful regional customs of the rural public space. Experience design can set up interactive scenes with strong sense of participation through different design techniques. The scenes are challenging and the content is exploratory to stimulate tourists to continuously understand the folk customs of rural public space.

5. Analysis of Experience Types of Rural Public Space

5.1. Analysis of entertainment experience in rural public space

For people living in cities and towns, the life experience in cities and towns seems to form a pattern. Compared with the entertainment experience in cities and towns, the entertainment experience in villages is relatively diversified. Each village has regional cultural differences and each village has its own regional cultural characteristics, so people can be attracted by the regional customs in any village. And then put people into the new environment experience, stimulate people's inner feelings. There are many people and scenes in the rural public space environment that make people feel physically and mentally happy, relieve emotions and relax the spirit. For example, you can feel the traditional crafts in the countryside, the lively folk solar terms, the simple traditional architecture, the enthusiasm of the villagers, etc., from which you can get the entertainment experience.

5.2. Analysis of educational experience of rural public space

Educational experience is not limited to specific Spaces such as museums, libraries, schools, etc. Education is an activity that occurs all the time, and the modes and forms of education as well as Spaces can be diversified. Countryside is rich in excellent traditional culture, and rural public space is one of the important components of its cultural carrier. Tourists can learn the wisdom of their ancestors in the experience of rural public space. For example, tourists can learn about rural traditional customs, learn the deeds of celebrities, and understand agricultural farming, etc. Tourists can learn knowledge from the experience.

5.3. Analysis of aesthetic experience of rural public space

There are many aesthetic scenes in rural public space, which are different from those in cities and towns in that many of them are products of modern industry, while the aesthetic scenes in rural public space can be the beauty of ancient architecture, the beauty of simple country feeling, the leisurely beauty of idyllic scenery, etc. Tourists can capture the aesthetic scenes carried by rural public space as far as they can see. So as to produce aesthetic experience for tourists.

5.4. Analysis of escapism experience in rural public space

The escapism experience of rural public space is to enable tourists to gradually immerse themselves in the environment of rural public space during play and be attracted by the environment of public space, so that tourists have behavioral influence on the environment and gradually experience the scenery of rural public space in a better way, so as to forget themselves and integrate with the environment of rural public space. Achieve escape from the hustle and bustle of reality into the best environmental experience. For example, the intangible cultural heritage experience exhibition area is set up in the rural public space, and tourists can experience intangible cultural heritage handicraft, immerse themselves in the process of making contact with the surrounding people and scenery, and gradually fall into the experience of reclusion.

6. Experience Hierarchy Analysis of Rural Public Space

6.1. Experience analysis of sensory layer in rural public space

When visitors enter the rural public space, they first awaken the sensory layer, which is easier to feel and capture the surrounding environment, so as to quickly build the understanding of the rural public space environment. Tourists can feel the environmental characteristics of rural public space through the five senses of vision, hearing, smell, taste and touch, such as feeling the color, texture, sound, form and smell of rural public space, so as to feel the landscape intention of rural public space more intuitively. Therefore, the sensory layer experience design of rural public space should not only cater to people's five senses of comfort, but also add some exploratory and unique scenery to stimulate tourists' senses and leave a deep impression on tourists.

6.2. Analysis of behavioral experience layer of rural public space

The behavioral experience of rural public space is a process in which tourists directly participate in the scenery of rural public space and have direct interaction with the scenery of rural public space, such as the interaction between tourists and villagers, tourists and landscape, tourists and rural culture, so as to obtain pleasant feelings. Compared with the sensory experience, the sensory experience stays on the tourists' feelings, while the behavioral experience is a deeper understanding and exploration of the rural public space on the basis of the sensory experience. Therefore, the behavioral experience of rural public space should grasp the behavioral demands of tourists in the countryside, set up more exploratory, interesting and novel entertainment facilities for tourists to participate in the experience, and increase the sense of behavioral experience of play.

6.3. Analysis of the experience of the emotional layer of rural public space

The emotional experience of rural public space is gradually generated on the basis of sensory experience and behavioral experience. In the process of playing in rural public space, tourists gradually forget their own troubles, and in the process of establishing empathy with the rural public space environment according to their own life experience, tourists gradually reach a state of exile to obtain psychological and spiritual pleasure. Therefore, whether tourists can have emotional experience in the rural public space is related to whether the rural public space has endowed the public space with emotional attributes. For example, setting corresponding cultural theme activities, creating cultural scenes related to tourists' life memories, and designing regional installations can all give public space stories emotional attributes, allowing tourists to have emotional resonance in their contact and exploration.

7. Experience Design Strategy of Rural Public Space

7.1. Give rural public space experience attributes

The four experience types of entertainment, education, aesthetic and escapism should run through the experience design of rural public space, and the design of each type of rural public space should follow these four experience types. Entertainment experience refers to the sense of entertainment that tourists experience when they are attracted by the attractive scenery in the rural public space. Therefore, in the rural public space, it is necessary to avoid setting complicated landscapes to disturb the attention of tourists, but to set large and small theme space landscapes in segments to ensure that the entertainment experience in the public space has a sense of hierarchy. Creating cultural images with rural regional characteristics can quickly immerse

tourists in rural cultural influences, combine contemporary cultural characteristics with rural cultural characteristics to set up cultural Spaces that tourists can actively participate in, improve tourists' cultural knowledge and display the charm of rural regional culture. Aesthetic experience is the sensory experience for tourists to accept and acquire the landscape of rural public space in the spatial environment. Therefore, it is particularly important to set a rich and diverse visual impact space with rural regional characteristics to stimulate people's aesthetic experience. Create rural regional customs, connect rural cultural stories to let tourists indulge in experience, in order to achieve a happy mood, spirit escape from reality and have a reclusive experience.

7.2. Rural public Spaces with three levels of experience are set up

The sensory layer is the fastest to receive the information of rural public space, so it is more important in the three experience levels, which can pave the way for sensory experience and behavioral experience. The elements of the sensory layer include sight, hearing, touch, smell and taste. First, in visual design, visual information generally includes elements such as space color, space form, space scale, space light and shadow. Therefore, in the use of colors, choose colors that represent rural characteristics and convey rural information; In terms of spatial form, it is necessary to create the spatial shape of rural regional characteristics, select several scenes that can best represent the rural intention for visual design, mobilize people's emotions and stimulate people's participation experience; The scale setting of rural public space should meet people's activity needs. In large gathering places, the space should be open and the space capacity should be large. The laneway space should be equipped with scenery devices that attract people to explore deeply. Good at using artificial light to create a sense of atmosphere for rural public space at night, and keep tourists to continue to experience rural night life. Second, in the auditory design, a lot of natural sounds can be heard in the rural public space, such as the sound of streams, birds, cicadas, and artificial sounds can also be heard, such as singing, Shouting, gongs and drums. The characters and scenes in line with the theme are set around these sounds according to local conditions, so that tourists can have different picture associations to the rural public space. Third, in tactile design, tactile feeling is mainly derived from the sense of texture, and different tactile senses convey different information. Make full use of historical texture items in rural areas to embellish rural public Spaces, enhance the tactile impact of spatial texture and impart the breath of historical context. Fourth, in the olfactory design, make full use of rural agricultural planting, configure fresh flowers, and ensure fresh air in public space. Fifth, in the taste design, tourists mainly experience the food in the countryside, and plant agricultural products that can be picked and eaten for tourists to pick and taste.

The behavior layer is to further strengthen the interaction between tourists and rural public space. It is particularly important to set activity scenes and devices for tourists to interact with each other in the design of this link, and the space scenes should be safe, open, interesting and exploratory. The most important thing to create the landscape of rural public space is to ensure safety. The waterfront area should strengthen security precautions, mark and guide the complicated roads, and maintain the street space to avoid security risks. Part of the closed space with viewing can be set up as an open public space for tourists to visit. The most important thing is to set interactive experience scenes in the rural public space, such as participating in farming experience activities, adventure rock climbing, and activities with story lines,

which can stimulate tourists' curiosity and participation. Tourists follow the scene activities in the public space to play gradually into the experience of the countryside, so as to meet the immersion experience of tourists.

The emotional level is the emotional sublimation of the rural public space by the tourists in the sensory level and the behavioral level of immersion experience, and the tourists will be left with good memories by the rural cultural situation and the happy experience. Therefore, it is possible to explore regional culture, develop storylines and set theme scenes in the rural public space. The first is to explore the rural regional culture and extract the theme elements in line with the countryside, which can be extracted from the literature and historical materials recorded in the countryside, the inspection of the texture and dynamics of the countryside, and the search for the representative cultural symbols of the rural public space. Secondly, the story plot activities of the play experience are developed in combination with the folk culture of the countryside. The folk culture can include architectural history, traditional customs, folk crafts, etc. Finally, the theme scene activities with rural characteristics are built as a whole to create a unique theme scene of rural culture. The rural public space is designed around the extracted symbols of rural elements, and the symbols of rural elements run through the design of the entire rural public space, so that tourists have continuity and sustainability in the play experience of rural public space.

8. Conclusions

Based on the tourism background, this study uses the experience design theory to analyze rural public space, analyzes and summarizes the experience types and experience levels of rural public space, and finally puts forward the strategy of rural public space experience design. Rural public space in China has different forms and great differences in cultural background and region. This study only conducted research and discussion from the macro level, so as to provide reference for the experience design and development of rural public space in the tourism background. The subsequent research can be targeted at different regions.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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