

Research on Innovation Strategy and Design of Tourism Service Experience in the Construction of Oujiang Scenery Poem Route

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Abstract

There are four poetry routes have already planned in development framework of poetry culture in Zhejiang province, one of which lies in Oujiang. Service experience is now becoming a center of cultural construction as continuous working progress facilitating this poem route access to a good future. This paper applies the concept of service design to the construction of Oujiang Scenery Poem route tourism, taking the core area of Daluoshan Scenic Area as the object of practice. Through field research on the existing tourism services in the area, insight into the service contact points and user pain points in the touring scenario, and finally proposes the tourist-centred tourism service innovation strategy and design practice. The research found that there are four major problems in the tourism services of Daluoshan Scenic Area: lagging infrastructure, loose management order, confusing guidance system and weak heritage interpretation. Based on this, this paper constructs a leisure tourism service design scheme for Daluoshan, which integrates online and offline scenario experiences to optimise the flow and experience of the scenery poem route tourism, which will provide a useful reference for promoting the construction of the Oujiang poetry route tourism.

Keywords

Oujiang Scenery Poem Route; Service Design; Tourism Experience; User-centered; Leisure Tourism.

1. Introduction

With the rise of the experience economy, tourism is at the cusp of change. The traditional tourism model can no longer meet people's needs and expectations for tourists in the new era. People are more interested in diversified and personalized tourism services. In addition, travel preferences are gradually changing from sightseeing to experiential tourism. This new tourism trend have brought new development opportunities and challenges to the urban leisure tourism industry. In this context, as a key landmark project in Zhejiang, after years of development, the Oujiang Scenery Poem Route has become an important travel destination for people in the surrounding area on a daily basis. However, the current Poem Route generally suffers from problems such as the lack of construction focus, the lack of significant Poem Route characteristics, and the lack of a rich, layered carrier and key project support, which leads to an urgent need of a set of tourism services that are reasonably designed, scientific and meeting needs of the general public. Such a tourism service cannot be separated from a reasonable, scientific and pragmatic detailed service design. Based on this, this paper takes service design as the theoretical basis, based on the key area of Wenzhou Daluoshan Tourism and Leisure Scenic Area (referred to as Daluoshan Scenic Area), digs deeply into the cultural heritage of the scenic poetic route and the experience needs of tourists, actively explores the ideas and directions of tourism service experience innovation, and then discusses the development of Oujiang Scenery Poem Route tourism.

2. Literature Review

2.1. Background and Research Status of Oujiang Scenery Poem Route

In order to successfully achieve the strategic goal of building a modernized Zhejiang at a high level, the provincial government announced at the 14th Party Congress of Zhejiang Province in June 2017 that the construction of a large bay area, a large garden and a large channel metropolitan area would be launched across the province. (ancient roads) as a link, building the 'four poem route' cultural belt of the Grand Canal Scenery Poem Route, the Qiantang Scenery Poem Route, the Tang Dynasty Scenery Poem Route in eastern Zhejiang and the Oujiang Scenery Poem Route, to create a landmark project for the construction of the province's Great Garden" [1]. In October 2019, the Zhejiang Provincial Government issued the "Development Plan for the poem route Cultural Belt of Zhejiang Province, which makes a comprehensive deployment of the strategic positioning, spatial form and main tasks of the construction of the Oujiang Scenery Poem Route. In the government plan, the Oujiang Scenery Poem Route is identified as a development plan that takes the Oujiang River water system (including the Nanxi River, the Wenruitang River and the Songyin River) as a link, and promotes the revitalization, materialization and sublimation of the outstanding culture along the Oujiang River based on more than 6,300 landscape poems and songs along the Oujiang River system, aiming to create a demonstration area for the promotion of Chinese civilization in southern Zhejiang.

The research on the Oujiang Scenery Poem Route is mainly concentrated on government research reports and related seminars at all levels in Zhejiang. Up to now, there are only eight pieces of public research in the CNKI database, and they are characterized by a low degree of centralization and scattered subject areas involved. Among them, the earliest literature comes from Chen Zhongquan's "Problems and Countermeasures of Wenzhou's Construction of the Oujiang Scenery Poem Route Cultural Belt" written in December 2019, in which he points out that the current construction work of the poem route has problems such as lack of coordination in layout, lack of poem in construction, destruction of heritage, insufficient social awareness and weak academic research, and suggests taking the poem of the Oujiang as the leader and developing through deepening, materializing, transforming and poetising Huang Liangpeng then focused on the research of poem route dissemination, he proposed to use Vlog short video to drive the dissemination and development of poem route, and analyzed the dissemination and design strategy of poem route Vlog short video from the script, sub-camera and sound effect dimension [2]; In recent years, based on the perspective of geography and literature, Chen Kai advocated that through the popularization and promotion of poem route, the construction of cultural tourism attractions, the creation of cultural branding In recent years, based on the perspective of geography and literature, Chen Kai has advocated the construction of poem route through the popularization of poem route, the construction of cultural tourism attractions, the creation of cultural brands, and the cultural outreach of poem routes to empower the social and cultural construction and value shaping of poem route [3]. While some studies have focused on the strategies for the construction of the poem route, some of them are related to the tourism planning of the poem route, but no scholars have yet conducted in-depth studies on its tourism experience and key areas, which will leave a vast space for exploration in this paper.

2.2. Service Design and Tourism Service Design Study

As a new design discipline that has emerged in recent years, service design is still widely debated. According to Cheng Xi, service design refers to the design of service systems and processes through the integration of tangible and intangible media to provide users with a complete and detailed service experience [4]. After sorting out the research lineage of service design, Hu Fei, a scholar in China, pointed out that "service design is a user-centered,

collaborative stakeholder co-creation, through the comprehensive integration of people, places, products, information and other elements of innovation, to achieve the systemic innovation of service delivery, service processes and service touchpoints, and then enhance the service experience, service quality and service value design activities [5]." In the above definition, it is easy to see that service design focuses on the user's holistic feelings and takes services as the design object, providing useful services that users can use and be willing to use, while also assisting enterprises or organizations to have better efficiency and effectiveness [6], which is a cross-disciplinary design discipline. At present, service design theory and methods have been widely used in many fields such as finance, healthcare, education and tourism at home and abroad.

Tourism is the core industry of modern service industry, which is an important area for service design research and practice. Up to now, the Zhiwang database shows that there are 97 journals closely related to tourism service design. The five keywords that appear most frequently in domestic tourism service design research are tourism service, tourism experience, user experience, visitor experience and cultural tourism, as shown by the measurement visualization analysis. Except for tourism service and cultural tourism, all other keywords are related to experience. This shows that the focus of current domestic tourism service design research lies in how to tap into and meet tourists' tourism experience needs. In the public literature on the Internet, the earliest one comes from Ma Yajun's "Service Blueprint: The Latest International Approach to Tourism Service Design" published in April 2001. He introduced the tool of service blueprint into the discussion of domestic tourism service design methods, and combined it with practical cases to elaborate and comprehensively analyse the concept, characteristics and implementation steps of service blueprint [7]; afterwards, Ding Xiong started from the theory of five senses experience, deeply explored the service touchpoints in the Nanhai tourism high-speed train, integrated tangible and intangible, online and offline products and services, and constructed a Nanhai service system based on five senses experience [8]. By introducing the theory of subjective well-being, they proposed a three-level model of well-being based on eating behaviour and used the "Dongxin Oil Tea Workshop" as an empirical case to practise the design method and route of well-being in food culture tourism [9]; Tang et al. Tang Xing et al. proposed and established a time-share tour guide service information platform after comprehensively sorting out the specific needs of tour guide services for free-riding tourists, thus realizing a tour guide service with flexibility and personalized experience [10]. At a time when experiential tourism is on the rise, service design is bound to become an important factor influencing the development of the tourism industry in the future, as it can assist in the research and analysis of stakeholders' needs, optimise service touchpoints and processes, and convey service meaning, and help to enhance tourists' leisure experience.

3. Service Experience Design Practice in Daluoshan Scenic Area

3.1. Introduction to the Daluoshan Scenic Area

As a pearl in the Wenzhou region, Daluoshan has always been famous for its beautiful natural landscape and profound humanistic landscape, and is the core material for the image building of Wenzhou as a "landscape city", as well as one of the core areas of the Oujiang Scenery Poem Route. The scenic area of Daluoshan is rich in leisure tourism resources, diverse in type and excellent in quality, including two provincial-level scenic areas in Yaoxi and Xianyan, two municipal-level scenic areas in Tianzhu and Chashan, 25 national, provincial and municipal-level cultural preservation units, and a total of 150 kilometres of national hiking and fitness trails and provincial-level greenways.

Since 2019, in order to implement the strategic arrangements of the provincial, municipal and county governments at all levels, various departments have promoted the construction of tourism in the Daluoshan Scenic Area by preparing overall planning, planning cultural projects and launching tourism lines in the preliminary work of the Oujiang Scenery Poem Route, but due to the lack of in-depth analysis of the current situation of tourism experience and tourists' preference in the Daluoshan Scenic Area by various departments, the attractions are independent of each other and go their own way, failing to give full play to the area's beautiful ecological resources and profound cultural heritage. Coupled with the new trends in people's perception of tourism under the epidemic (e.g. focus on epidemic prevention and control, health and leisure, etc.), the ability of the Daluoshan scenic area to radiate to the surrounding areas and tourism satisfaction has not been significantly enhanced. The above situation has caused concern among the government authorities, and a series of reforms are being carried out in a clear and sequential manner, making it imperative to optimize the development of tourism services in the Daluoshan scenic area. It is against this backdrop that the tourism service design project for the Daluoshan Scenic Area is being undertaken.

3.2. Problems to be Solved in the Tourist Service Experience of Daluoshan Scenic Area

In the past, the construction of the Daluoshan scenic area was carried out separately, and there was a lack of top-level design and unified deployment for the repair of attractions, the creation of facilities, and the design of guides, resulting in the vague content of the scenic poetic route, the widely different design styles, and the lack of internal links, making it difficult to ensure the integrity and hierarchy of the scenic area. Based on the above, this paper constructs a research framework centred on service design, and apply shadow observation, user interviews and combined with user journey analysis to explore in depth the feasible strategies for optimizing the effect and experience of the poetic route in the Daluoshan Scenic Area, which can contribute to promote the progress of the comprehensive development of tourism services in the Daluoshan Scenic Area. As a result of the research, there are the following problems in the current construction of tourism services in the Daluoshan Scenic Area:

3.2.1. Tourism Infrastructure Lags Behind

Infrastructure is the fundamental guarantee that tourism activities can be carried out smoothly, and is also the core link of scenic tourism development. The scenic area of Daluoshan has beautiful scenery, humanities, and has a hiking fitness trail, which is the "back garden" of the city leisure tourism of the Oujiang Scenery Poem Route. However, due to the large area of the scenic spot, some areas still need to be strengthened in the construction of safety protection, outdoor supplies, logistics and other supporting facilities, which affects the visitor experience. In terms of safety protection, the study found that although the reservoir trail, radar tower and other poem routes are good for viewing, there is a lack of emergency equipment and fencing nearby, which is a safety hazard. For visitors, These dangerous affects their sense of immersion when visiting the area; in terms of outdoor resupply, the trail is not novice friendly due to its long and narrow terrain and lack of public facilities such as rest points and resupply stations. The trail is generally considered to be unsuitable for novice hikers. In addition, visitors also face logistical problems such as low network signal coverage and an inadequate emergency rescue system, all of which restrict the subsequent development of the leisure tourism service experience in the Daluoshan Scenic Area.

3.2.2. Loose Order in Tourism Management

Quality management and service in the scenic area is the basic guarantee for tourists to get a high-quality tour experience. The current disorderly and uncoordinated management of tourism in the Daluoshan Scenic Area makes it difficult to provide stable and quality tourism services. The research found that there are insufficient human resources and a lack of standard

service operating procedures at poem route attractions such as the Xiang Shan Temple and Chen Fu Liang Ancestral Hall, making it difficult to fully demonstrate the poem route features of the scenic area to visitors, which in turn affects the quality of their travel experience and experience. In addition, as a gathering place for leisure tourism on the poem route, the Daluoshan Scenic Area is slightly deficient in refined management of epidemic prevention and control and crowd monitoring. Especially during weekends and holidays, it is difficult for the scenic area to anticipate the flow of visitors in advance and implement control measures quickly in response to the large number of tourists gathering. In this situation, it is easy to cause cross-infection and spread of the epidemic among visitors within the scenic area, which will have a great negative impact on the tourist experience.

3.2.3. Confusion in the Tourist Information System

Guidance systems can help visitors to complete tourism activities more smoothly and safely, and are an important component of tourism service facilities. The scenic area of Daluoshan consists of four major scenic areas, namely Xianyan, Yaoxi, Chashan and Tianzhu, and the attractions within the scenic area are small and have a discrete distribution. The research found that the guiding systems such as maps, signage and bulletin boards lack clear and unified design specifications in the scenic area, and they are obviously different in design style, size specifications and material technology, which easily cause misalignment in visitors' perceptions and affect the unity and recognisability of the guiding systems. At the same time, there is a lag in the setting and installation of signage in scenic spots, with some areas having less than one sign per kilometre. The signage is no longer able to play a clear role in guiding visitors to the depth of the tour, which makes it easy for visitors to miss the opportunity to experience the full beauty of Daluoshan. In addition, the scenic area is dotted with hiking trails and the roads are complex and easy to get lost. There is an urgent need to optimize the existing scenic guide system and enhance the experience of guiding visitors along the poetic route.

3.2.4. Weak Heritage Interpretation

Heritage interpretation can enhance tourists' tourism experience and heritage conservation awareness, and is an important bridge between tourists and scenic heritage. In recent years, the scenic area of Daluoshan has reorganized and planned the content and interpretation of the poem route heritage around the construction of beautiful villages and the development of regional tourism. However, from the perspective of creating poetry route tourism, the scenic area still pays insufficient attention to heritage interpretation. There are only a few interpreters, interpretive boards and promotional materials for such heritage sites as the cliff inscriptions on Xianyan Mountain, Luo Yin Cave and Chen Fu Liang Ancestral Hall, which lack a tourist-centred heritage interpretation design, making it difficult to attract the sustained attention of tourists. At the same time, there is a lack of awareness in the construction of the historical context of the poem route heritage and the dissemination of its interpretative content, making it difficult for visitors to quickly understand the cultural connotations and intrinsic value of the heritage through the tour.

3.3. Tourism Service Design Practice in Daluoshan Scenic Area

In the design stage, this paper follows the participatory design method and invites tourists to participate deeply in the design practice of tourism services in Daluoshan Scenic Area. Through cooperation between designers and tourists, sorting out tourism scenes and optimizing service touchpoints, and then proposing design innovation strategies that can satisfy tourists' tourism experience while taking into account the cultural characteristics of the poem route landscape, specifically including: (1) improving the scenic guide system and constructing a safe and convenient guide design.(2) developing comprehensive service facilities in the scenic area to improve the public service system for tourists; (3) planning the APP function of the scenic area

to create an online tourism service platform; and (4) optimizing the service standard operating procedures to provide a quality tourism service experience.

Based on the above strategies, this paper develops the design practice of tourism services in Daluoshan Scenic Area and completes the output of the corresponding design scheme. The design solution adopts the idea of hardware and software integration, and the physical part will involve a series of designs such as hand-drawn maps and signs of the Daluoshan Scenic Area, the location planning and facilities of the Scenic Area Service Station, the temple sign seeking machine and derivative services, while the virtual part includes the design and development of the Daluoshan Scenic Area Scenic Area App, which has the functions of scenic epidemic control, scenic spot information, scenic route navigation, scenic heritage interpretation and scenic evaluation feedback. The tourism service system of the programme is shown below.

3.3.1. Design Guided Tour Systems of Scenic Area

On the one hand, it can provide guidance in terms of spatial location, and on the other hand, it is of great use in shaping the overall image of the scenic area, spreading relevant culture and enhancing the popularity of the area, so designing a user-friendly guidance system is a priority for tourist attractions. As the various landscapes in the Daluoshan area are relatively scattered in terms of geographic distribution, a map of the area and its guiding signs are particularly important. This paper follows the design principle of tourist-centred, analyses in depth the main attractions and tour routes of Daluoshan Scenic Area, and draws a hand-drawn map that is easy for tourists to purchase and carry and can be used in the scenic app platform, so that tourists can view and follow the tour routes to the attractions at any time. In addition, this paper also extracts the morphological characteristics of the landscape in the scenic area and redesigns the guiding signage as an important design element, unifying the guiding information and visual symbols of the guiding signage to improve the efficiency of the communication and identification of the poem route tourism, thus achieving the purpose of strengthening the communication medium of the poem route elements.

3.3.2. Scenic Area Self-service Station Design

Comprehensive service stations are an important part of tourist attractions and an important part of the service supply chain in scenic spots. The scenic area of Daluoshan is vast, but the infrastructure construction in some areas is weak, especially the lack of service stations and facilities among the attractions, and the needs of tourists such as network communication, temporary rest and emergency services cannot be met in time. In order to provide tourists with a high-quality leisure tourism experience, this paper, on the basis of integrating the required tourism products, meets the corresponding needs of tourists through a modular self-service station design, whose functional modules include: (1) providing wireless network ports to meet tourists' communication needs; (2) providing information services such as scenic map guide, weather conditions and best routes; (3) providing rest areas, public toilets, etc. for (4) provide service products such as rain gear rental, charging services, food and drink supplies, etc.; (5) provide site punching and badge collection services to stimulate tourists' enthusiasm for visiting the area.

3.3.3. Scenic Spot Tourism APP Platform Design

The Internet can not only effectively empower the operation management and resource integration of tourism scenic spots, but also provide tourists with a wide coverage and high-quality touring experience. In response to the problems of scattered operation and management, inconvenient use of facilities and lack of feedback from tourists in scenic spots, this paper takes advantage of the fast communication and interaction of the mobile Internet to strengthen the interaction and communication among attractions and between attractions and tourists by building a platform-based APP for scenic spots, helping to promote the deep integration of scenic resources and the deep optimization of heritage interpretation experience

The APP integrates the software and hardware facilities within the scenic area and realizes an integrated online and offline smart tourism service. Its mobile functions include navigation of the characteristic tour routes, introduction of poetic route attractions and features, travel collection chapter, ticket purchase, tips on epidemic prevention and control, crowd monitoring, record sharing and other functions. The APP will also be connected to intelligent hardware such as service stations and visa seeking machines in the scenic area, providing visitors with a comprehensive online and offline tourism experience through the integration of tourism resources in Daluoshan.

3.3.4. Service System Design for Scenic Area to Pray for Blessings

The service quality of a tourist attraction relies on the establishment and implementation of complete and refined service standard operating procedures. Temples occupy a certain proportion of the poetic routes in the landscape of the Daluoshan Scenic Area. Most temples are visited from time to time by incense-bearers, and with the occasional visitor, there are difficulties in temple reception. In particular, some of the temples do not provide relevant services in respect of seeking signatures for blessings, or the master interpreters have limited energy to take care of the needs of both incense-bearers and tourists seeking signatures for blessings. Therefore, this paper takes the service of seeking visas and praying for blessings in scenic spots as an example, and designs a self-service machine and extended service design based on the law of seeking visas and interpreting visas, combined with the cultural characteristics of the poetic route. The solution establishes a digital and standardized procedure for seeking and praying for blessings by means of self-help, which helps the scenic spot to improve the experience of seeking and praying for blessings at the temple and the poem route tourism. The solution includes the design of the process of seeking visa and praying for blessings, the design of the interactive interface for seeking visa and praying for blessings, the design of the prayer talisman and the design of related extension services.

4. Conclusion

With the development of modern tourism, the traditional sightseeing type of tourism can no longer meet the needs of tourists, and tourists are more inclined to material and spiritual double satisfaction. The Oujiang Scenery Poem Route has a rich and diverse natural and human heritage, how to give full play to the advantages of the existing resources of the poem route, to create tourists satisfied with the poem route tourism experience, has been the focus of Zhejiang governments at all levels and thinking about the problem. This paper takes theory and methodology of service design as the starting point, and takes the Daluoshan Scenic Area as the entry point to dig deeper into the service touchpoints and user pain points during the tourists' visit. The results show that the construction of tourism services in Daluoshan Scenic Area has experience flaws in infrastructure, management order, guidance system and heritage interpretation, and there is an urgent need to build an integrated software and hardware tourism service design solution by designing a guidance system, placing self-service stations, developing a scenic app and creating a service system for praying for blessings, with the aim of providing tourists with a rich, high-quality poetic route tourism scene and a humanized leisure tourism experience. The findings of this paper will provide theoretical and practical support for the construction of a tourist-centred poem route tourism experience in the Daluoshan Scenic Area and enhance the immersion of tourists in the poem route, as well as provide new research ideas for the future construction of the poem route in Zhejiang Province or the design and development of tourism service experiences in related scenic areas.

Due to the constraints of time and conditions, this paper also has certain shortcomings. Tourism experience research covers a wide range of disciplines, including not only design, but also management, sociology, anthropology, psychology and other disciplines. This paper only

explores the issue of tourist experience in the construction of the poem route from the perspective of design, which is not very comprehensive, especially in the re-planning of the order management of scenic spots. In the future, on the basis of this study, experts and scholars from related fields will be consulted to fully corroborate and supplement the research results, continue to optimize the tourism service design scheme of Daluoshan Scenic Area, and use it as a basis to summarize and refine the countermeasure suggestions and implementation schemes for the innovation of tourism service experience of the Oujiang Scenery Poem Route.

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