

Design of Rural Tourism Ecological Service System Based on the Background of Smart Tourism

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Abstract: Study the innovation of rural self-development service system, effectively protect, innovate, and continue rural natural culture and traditions. The sustainable rural tourism ecosystem was established through user tourism experience, optimization of service process, brand building and emotional design. By analyzing the pain and opportunity points of the experience, a service system is constructed that includes services, information, funds, and other content. To enhance brand attraction, improve service contact points, and promote folk culture, design plans for tourism service platforms, public facilities, and characteristic gifts are output, in order to enhance the rural tourism service experience and spread the value of rural culture.

Keywords: Rural Tourism, Ecological Service System, Smart Tourism

1. INTRODUCTION

In the era of universal travel and tourism, the tourism industry has never been at the forefront of economic development as it is today. Tourism resources, tourism facilities, and tourism services are three essential elements for the survival and development of the tourism industry, involving six links: tourism, accommodation, transportation, entertainment, catering, and shopping. Today, with the rapid development of the Internet industry, the tourism industry takes Service design as the exploration area and innovation method, and it has become a new design idea and trend to build "smart tourism" around facilities, services, and resources. In economics or management, service is the foundation of interest exchange and a new perspective of value creation. Through the interaction between service providers and service recipients, economic value can be created, especially in the construction of service systems from the "front-end" to the "back-end", by planning each contact point in the service process, new service exchange and value relationships can be created.

With the expansion of the boundary of Service design, the field of design has developed a product service system under the connotation of Service design, which fully realizes the informatization and intellectualization of rural tourism from tourism operation management, tourism destination marketing, tourism services and other aspects, so that tourists' various tourism needs can be met, and at the same time, tourism authorities, rural tourism enterprises a new development model for rural tourism that provides intelligent support from stakeholders such as rural tourism operators. Many scenic spots in China have already carried out smart tourism construction, introducing modern information technology into the operation and management of scenic spots, and optimizing the tourist experience. In summary, the era of smart tourism has arrived, and rural tourism is developing in the direction of intelligence. Government departments need to attach importance to it, strengthen guidance for tourism enterprises, and promote the healthy development of rural tourism industry.

Based on the service system design in the context of smart tourism, we should also consider integrating the entire innovative design process with design thinking, and pay more attention to system design, service design, experience design

and other aspects. Through the planning of service blueprints, the integration of emotional design, product design, visual packaging, etc., the overall efficiency of the tourism service process, user usability, user experience satisfaction, and user loyalty after use are greatly improved, thus shaping a sustainable development service chain with better user experience and better service quality. With the development of information technology related to rural tourism and the spread of global tourism, rural tourism not only needs to provide unique tourism projects and authentic local customs, but also needs to strive to build a smooth tourism process through overall planning, improve a good tourism experience, and promote the sustainable dissemination of culture.

The tourism industry is an important component of modern service industry, and service is the core element of the tourism industry. Service quality is the fundamental factor determining the sustainable and healthy development of rural tourism industry. At present, the facilities and equipment for intelligent services in rural tourism in Qingdao are not sound enough to meet the increasing demands of rural tourists for the level of intelligent services in rural tourism, and there is a trend of increasing supply-demand contradictions. The intelligentization of rural tourism still faces many difficulties, mainly reflected in the single intelligent product, outdated tourism promotion and marketing methods, lack of information technology talents, and low service quality of tourism platforms.

2. THE PROPOSED METHODOLOGY

2.1 Smart Tourism and the Wisdom of Rural Tourism

Users can choose the corresponding gaming theme according to their preferences. After successful ticket purchase, personalized commemorative tickets will be printed on the terminal based on the electronic QR code, with a route map, scenic spot introduction, and reminders on the back. This diversified gaming theme and commemorative ticket strategy corresponds to the diverse and personalized needs of customers, with the goal of meeting the personalized needs of tourists, achieving personalized gaming routes, service methods, and service content, thereby effectively improving user experience and enhancing passenger satisfaction. As a new design form, service design can be understood as the

design of "organization" and "relationship". It aims to provide users with high-quality service systems and experience processes by integrating various related elements, especially focusing on the interconnection among people, things, environment, behavior, and society in the system.

In the research of rural tourism Service design, the intervention and integration of Service design help research or design focus on the research from individual research to system research, from function research to experience research, from use mode research to service process research, based on the user journey integration of "people, scene, process", through the innovation of service mode and system architecture the optimization of service processes and touchpoints. Only by continuously improving the market coverage and share of rural tourism in Qingdao, expanding the market influence and reputation of rural tourism, can we create a rural tourism brand with domestic influence. However, the marketing strength of rural tourism in Qingdao is not enough, especially in the aspect of intelligent marketing, which has not formed a distinctive brand of rural tourism that is very popular in China. In the process of rural tourism intelligence, the rural tourism industry needs to take the urban residents around the scenic spot as marketing objects, build an intelligent marketing system through modern information technology, and expand marketing channel such as mobile phone terminals and network terminals.

In the architecture of smart marketing systems, it is necessary to use sensing technology, internet, QR code, VR technology, etc. to transmit rich rural tourism information to potential tourists, change traditional marketing models, and improve marketing efficiency. Through VR technology, sensing technology, etc., tourists can simulate and experience the tourism projects in the scenic area, including bungee jumping, rafting, etc., to obtain thrilling and thrilling experiences, and make tourism decisions. Only services that rise to the level of humanistic care can capture the hearts of tourists. This is also the core concept of creating "smart tourism", rather than blindly emphasizing advanced technology and high-quality interfaces. In a 2016 TED speech, Xin Xiangyang said, "A very important concept in experience is Co creation, where users and businesses work together to create their own experiences. Any experience is the result of the interaction between the customer's physical and mental feelings and the event. By combining online popularization education with offline participation experience, businesses and tourists work together to create a brand-new user experience.

2.2 The Smart Development Path of Rural Tourism in the Era of Smart Tourism

The rural tourism service system is a relatively large organizational structure. We should be good at exploring the integration of rural culture, tradition, heritage and other resources with the tourism needs of modern residents and combine it with modern Service design thinking to form a new innovative model or system architecture. On the one hand, we need to strengthen the integration of resources in the process of rural tourism and enhance the synchronous development of rural tourism with cultural tourism, ecological tourism, and leisure vacation tourism. We need to integrate scenic area strategies with hotel inquiries, folk dissemination and social interaction, business models, and cultural gift development. To improve the level of intelligent development of rural tourism, it is necessary to have authentic and accurate massive raw information data as support.

Therefore, the relevant tourism authorities in Qingdao should take the lead and cooperate with other relevant government management departments, rural tourism communities, and rural tourism operators to collect and uniformly store comprehensive information and data related to rural tourism management, scenic spot resources, and previous year's tourism information, to build a Qingdao rural tourism information database. The way to collect the above rural tourism data information is to summarize relevant information regularly and comprehensively from various departments. The rural tourism smart management system is established based on a smart management platform, covering various management contents. It can fully apply internet technology and perception systems, comprehensively integrate relevant information of the rural tourism industry, improve perception speed, strengthen supervision and management, and fully leverage the advantages of rural tourism resources.

The smart management system can closely integrate the rural tourism industry, communities, and government management departments. The three can communicate and interact through the smart management system and provide accurate tourism services to tourists based on their current needs for rural tourism, comprehensively improving the scientific decision-making and management. Re package local specialties to create Longde County's own brand. For a long time, simple goji berry farmers have produced most of their goji berries and can only sell them as semi-finished products, earning only meager profits themselves. By utilizing internet technology and integrating packaging design and promotion channels, the added value of goji berries can be increased.

From the user's point of view, describe the user's experience in rural tourism services in the form of narrative stories, display in the form of visual graphics, find out the user's behavior, needs, pain points, good points, etc. in the whole use process from the user's journey, carry out service process and experience design for different service contact points of target users, and extract optimization points and design opportunities in products or services. Tourism information consulting services generally include tourism consulting service centers, tourism service hotlines, tourist service centers, tourist distribution centers, tourism information touch screens, tourism guidebooks, etc.

After arriving at rural tourism destinations, tourists urgently need information about various aspects of the destination, to provide scientific basis for the specific organization of tourism activities. Therefore, tourism consultation service centers should be established in major rural tourism areas of Qingdao, effectively integrating tourism information consultation with tourism services. Based on tourism consultation service centers, the tourist service centers of each scenic area and the consulting services of rural tourism enterprises should be integrated to provide comprehensive tourism information consultation services to tourists.

3. CONCLUSION

Service design provides users with satisfactory service experience by integrating the association, structure, and process of various elements in the system. As a new perspective or idea of design research, tourism design in the context of "Internet+" should make full use of the convenience provided by advanced Internet technology, combine online interaction and offline activities orderly and effectively, and take advantage of regional and national characteristics to vigorously promote the culture with national characteristics, at the same time, explore the available points

of culture, convert them into economic benefits, and promote the development of rural economy.

4. REFERENCES

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