

Study on the Development Strategy of Immersion Rural Tourism

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Abstract: According to the diversified, quality and personalized consumption needs of tourists. Explore the construction of "immersion" rural tourism mode. The organic combination of natural resources, cultural accumulation, historical inheritance and digital technology to realize the intelligent construction of rural tourism. Promoting the sustainable development of rural tourism industry.

1. Introduction

The report of the Nineteenth National Congress of the Communist Party of China pointed out that "the problem of agricultural and rural farmers is a fundamental issue related to the national economy and people's livelihood, and it must always be the top priority of the Party's work to solve the problem of "agriculture, countryside and farmers". How to solve the problem of "agriculture, countryside and farmers" and realize the Rural Revitalization in an all-round way? We will firmly practice the development concept of innovation, coordination, green, open and sharing. Party committees and governments at all levels must face and urgently need to solve the problems and problems. Many places have chosen to develop rural tourism. In the development of rural tourism, Jining City, Shandong Province, actively built an "immersive" rural tourism model. Use cloud platform, big data, human-computer interaction and other technologies. Combines the principles of psychology, aesthetics, architecture, tourism, and information technology. Realize the organic combination of natural resources, cultural accumulation, historical inheritance and digital technology in the intelligent construction of rural tourism. Accelerate the transformation and upgrading of the rural tourism industry and explore the "Jining Model" of "immersive" rural tourism.

2. Necessity of Developing "Immersion" Rural Tourism

Since the 1990s, rural tourism in China has developed rapidly. But it is undeniable that many experts and scholars believe that there are some problems and shortcomings in rural tourism in China, such as blind development, waste of resources, low level of standardization and scale, small scale, single form, low grade, weak characteristics, insufficient specialization and cultural connotation, unreasonable capital investment, lack of talents, low management level and so on.

Tourism supply still can not meet the demand of consumption upgrading, which seriously affects the sustainable development of rural tourism. High-quality tourism is a brand-new mode of tourism development that adapts to the development of modern society. It is a further upgrade on the basis of the development of traditional tourism, a further deepening of the development of global tourism, and an overall promotion of the elements of tourism and the quality of tourism. "Top Ten Strategic Technological Trends in 2019" points out that intelligent digital network based on intelligent devices will bring more and more insightful digital services. Immersive technology with autonomous devices, enhanced analysis, AI-driven development, digital hygiene, edge computing, blockchain, smart space, digital ethics and privacy, quantum computing, etc. are called "top ten strategic technologies." Immersive technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR) are changing the way people perceive the digital world. In the future, companies will use immersive technology in production and consumption. [1] The immersion experience is also known as the "heart flow experience" and "fluent experience". The flow theory was first proposed by the American psychologist Mihaly Csikszentmihalyi (Michal Zixen Mihari). He believes that "immersion is a subjective experience in which an individual is fully engaged in an activity or something." He further defines this experience as a "best experience." The flow experience is used in consumer behavior research, psychology, human-computer interaction and information systems, and education management. [2] To build high-quality rural tourism resources, learn from the successful experience of immersion experience in other fields, and actively construct an "immersive" rural tourism model, which will surely become the direction leading the development of rural tourism.

3. Construction of "Immersion" Rural Tourism Model

Although the research and practice of immersion theory and immersion experience involve more in psychology, marketing, information system, education management, military exercises and other disciplines or fields. Especially, the application of virtual reality technology in the construction of immersive online games and online learning environment, the use of intelligent human-computer interface interaction technology, have achieved remarkable results. The construction of "immersion" rural tourism must draw on the successful experience of "immersion" online games, "immersion" online education and "immersion" marketing. Through the color, sound, smell and other sensory immersion, through the bridge water, pavilions and pavilions to achieve space immersion. Narrative immersion can be achieved through unexpected and reasonable story plot and scene reproduction, or the artistic conception can be reconstructed like poems and pictures to realize the immersion of artistic conception. At the same time, technology immersion should be realized by means of virtual reality (VR) and augmented reality (AR). The rural tourism model constructed in this way not only realizes the point, but also realizes the surface. At the same time, it realizes the three-dimensional world of time and space, and extends to the comprehensive immersion of the four-dimensional world of time, space and spirit. One is sensory immersion. Rural tourism, the purpose is to travel, in order to adapt to the feelings of tourists, of course, the first thing to consider is the perception, that is, the visual enjoyment of tourists. This is the primary factor in achieving "immersive" rural tourism. For example, in Nanyang Ancient Town of Jining City, Nanyang Lake has a lot of water, and hundreds of thousands of acres of lotus roots are full of vitality. The ancient stone bridge on the island is opposite to the clear water, the green trees, the deep ancient lanes, and the ancient walls of the powder wall. Let the tourists immerse themselves in it and create the feelings of the ancient times. This is a grand event of color, a feast of vision, and a successful case of sensory immersion. The second is space immersion. Tourism is a kind of artistic enjoyment of space. Rural tourism is limited by its own conditions and factors. Of course, it is impossible to

compare the construction of space like the famous mountains and rivers and scenic spots. But as an art, a commodity. Regardless of the scenic spots and landscapes of rural tourism, or the layout of the space, the setting of the scenery, and the construction of the elements, the realization of the "immersion experience" must be considered. The third is narrative immersion. To develop rural tourism, we must rely on and choose quality tourism resources. And high-quality tourism resources must have a certain human color. That is to say, there is a rich history and cultural heritage or inheritance of color, that is, there are stories, which is the consensus within the industry. Such as the Confucius legend and Confucian culture as the background of the Nishan Holy Land, the travel of the south of the Yangtze River to the South of the Yangtze River, the Nanyang Island, the rumored "Iron Railway Guerrilla" heroic anti-Japanese story of Weishan Island. Let the tourists participate in the story of the ups and downs and ups and downs through active participation, immersiveness and experience. With the help of virtual reality ("VR") and augmented reality ("AR"), even in the role deduction, immersion experience is achieved, that is, "narrative immersion". It is the important purpose and means of "immersion" rural tourism. Fourth, immersion in artistic conception. Artistic conception refers to the infinite poetic space in which the scenes in lyric works blend, the reality and the imagination live together, and the rhythm of life is active. "Artistic conception" is the essence of many arts, but also the essence of landscape art. In the planning and design of rural tourism, it is unavoidable to have the requirements of gardening and gardening. For example, Shangjiushan, Nanyang Island, Nishan Holy Land, Yangshan Military Tourism Resort and so on, have carried out landscape reconstruction. The construction of "immersion" rural tourism can not neglect the effect of artistic conception immersion. Fifth, technology immersion. Breaking the traditional concept of landscape sites, using three-dimensional virtual reality technology, a network platform with real-time interaction and various additional information guidance is constructed, which is completely immersed in virtual reality. It has the advantages of real-time interaction, realistic scene and natural feeling. Such as the birth of Confucius, teaching at the apricot altar, traveling to other countries, asking Lao Tzu and other legends and stories of a Confucius. Breakthrough the time and space restrictions, come to the tourists, let them experience the profound Confucius thought.

4. The Comprehensive Effect of "Immersion" Rural Tourism

In the construction of "immersion" rural tourism mode, visitors'immersion experience can be realized through sensory immersion, space immersion, narrative immersion, artistic conception immersion and technology immersion. Jining City, Shandong Province, is in the process of rural tourism development planning, scenic spot construction and management. By virtue of virtual reality and augmented reality technology, we insist on multi-sensory mobilization in the construction of "immersive" rural tourism. Using the forms of atmosphere induction and role experience to create a virtual scene reproduction model. It realizes the construction of "immersion" mode of rural tourism, so that tourists can experience the immersion realm. One is to enhance the experience of rural tourism. The traditional rural tourism mode, whether it is sightseeing, leisure, vacation and so on, is mostly developed to wait for visitors to come. Visitors come to choose routes, services, etc., which is a passive tour. The model of "immersive" rural tourism is to let tourists actively participate. While discovering beauty, enjoying beauty, and experiencing beauty, you can be an audience, an actor, or a director. Really experience the pleasant feelings brought by the tourism project, and the sense of personal experience is enhanced. The second is to lengthen the rural tourism industry chain. Traditional rural tourism, simple tourist attractions, tourists come, visit, finish, and walk around, tourists stay for a short time. The "immersive" rural tourism, because tourists actively participate in tourism and get an immersive experience, requires various tourism

elements to jointly serve the tourists and lengthen the service industry chain. The third is to highlight the main role of the peasants. In the "immersive" rural tourism, from the construction, experience, management and service, the peasants have participated in different roles and played a full role. At the same time, in order to achieve the goal of immersion experience for tourists, the industry chain of "planting, raising, adding" and "producing, adding and selling" has been perfected. It realizes the organic integration of agriculture, countryside and farmers, and realizes the rational development and utilization of various tourism resources. Fourthly, the content of science and technology in rural tourism has been increased. In order to achieve immersion, rural tourism actively absorbs information technology, digital technology and network technology, and introduces modern means such as virtual reality (VR) and augmented reality (AR). Let rural tourism be organically combined with modern science and technology, such as intelligent construction and digital technology, from simple combination elements such as mountains, water, ancient trees and old houses. It can meet the needs of a wider group of tourists, overcome the limitations and shortcomings in the development of rural tourism, and insert the wings of modern science and technology into the development of rural tourism.

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