

Research on the design of automobile culture theme park under the experience economy

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Abstract

In recent years, with the improvement of the national economy, the ownership rate of cars by Chinese households has continued to rise, and people's attention to cars has continued to rise. At the same time, with the development of China's automobile industry, the scale of the automobile market continues to grow, the automobile industry chain is gradually enriched, the automobile aftermarket has gradually formed a scale, and people's rigid demand and consumption for automobiles have gradually transformed. Therefore, the automobile theme park came into being on this basis.

Keywords: *Cars, theme parks, experience economy, culture*

1. Introduction

The automobile theme park attracts investors' attention by virtue of its entertainment, ecological and comprehensive characteristics. Most of the investment companies are based on the sales of the automobile industry, hoping to expand their business scope, expand the customer source market, and promote their brand image through automobile theme parks,

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such as the Hyundai Motor Experience Hall in Goyang, South Korea. At present, more than a dozen theme parks of this type have been built in China's first-tier cities, and there are a large number of car parks all over the second-tier cities under construction or to be built. On the whole, the car theme park shows vigorous vitality and huge development potential. According to the operational effects of the automobile theme parks that China has invested in and operated, the development of automobile theme parks is not optimistic, and its theoretical foundation and practical experience are in urgent need of enrichment and completeness.

The development of the automobile culture theme park integrates display, education, scientific research, leisure, and collection, and strives for cross-border marriage and cross-border integration of elites in the fields of automobiles, tourism, e-commerce, and fast-moving consumer goods. However, on the whole, domestic automobile cultural theme parks started late, and automobile culture is not so strong. Compared with foreign theme parks, my country's automobile cultural parks still have a long way to go, and they still lack a complete set of theories suitable for their own national conditions. System and design method. By exploring the relationship between automobile culture and natural environment, technology and leisure, the content of automobile culture theme park is enriched, and it provides reference for the planning and design of automobile culture theme park.

Although theme parks have been in existence for more than half a century, they have always been in a state of continuous development and up-to-date in terms of content and form. Therefore, many experts and scholars at home and abroad have slightly different understandings of theme parks, but they also have their commonalities. For example, domestic scholars generally believe that a theme park is a man-made landscape; there are one or more specific themes: to meet the needs of tourists for leisure and entertainment; and it has a variety of comprehensive functions.

The term "experience economy" was explained in detail in 1999 by Pine and Gilmore in their joint book "Experience Economy", which caused heated discussions in the society. Pine and Gilmore believe that the core of the experience economy is consumers. Profiteers should design products based on consumer needs, and by providing personalized services and activities, attract consumers to actively participate in the experience and induce them to purchase behavior. Obtain economic benefits.

Under the background of the experience economy, people's consumer psychology and consumer behavior have undergone tremendous changes. More and more consumers are no longer confined to the pursuit of product quality, and their focus is more inclined to the experience and feelings generated during consumption. The changes in consumer psychology and behaviors have had a huge impact on all walks of life, especially for theme parks, which are highly experiential tourism products that pose great challenges.

Under the experience economy, people's attitudes towards tourism are no longer limited to the previous sightseeing enjoyment, and they are more eager to get a personalized, independent, diversified and challenging travel experience. This poses both challenges and opportunities for the development of theme parks. The car theme park must create its space with new ideas, which promotes the development of experience design.

2. Method

2.1 Literature review

Extensively collect and sort out related literature and research results of automobile culture theme parks, comprehensively apply ecology, environmental art, behavioral psychology, design art, smart design and other disciplines, and explore automobile culture theme parks under the attention of these disciplines Planning and designing the treatment plan.

2.2 Comparative analysis

From the aspects of the project's geographic location, space status, urban conditions, and automobile cultural theme park needs, the vertical and horizontal comparison method is used to clarify the research status and distribution scope of automobile cultural theme parks at home and abroad, and compare the advantages and disadvantages of automobile cultural theme parks. Disadvantages; by screening domestic and foreign automobile culture theme park planning and design cases, academic papers, magazines, newspapers, industry standards and regulations and other materials, analyze the development trends of automobile culture theme parks, clarify the research direction of the thesis, and propose automobile culture theme parks To further study the landscape planning and design of automobile culture theme park.

2.3 Inductive summary

Using literature review, case analysis and other methods, combined with field investigations and interviews, summarize and summarize the planning and design methods of the automobile culture theme park, and draw original conclusions and opinions.

3. Car Culture Theme Park

The automobile theme park is a comprehensive modern large-scale theme park integrating automobile sports and entertainment, automobile culture and science popularization, automobile exhibition and trade, automobile insurance and finance, automobile restaurants and leisure. With the development of society and the enhancement of spiritual and cultural needs, theme parks have also shifted from original functionality to cultural. Scholars have also begun to generally believe that car culture theme parks are a combination of car culture and park development to a certain stage. A new type

of tourist site is a large-scale theme park integrating multiple functions such as automobile exhibition, tourism, leisure, exhibition, and popular science.

3.1 Features of car culture theme park

The automobile culture theme park is not only a space body for automobile culture dissemination and automobile competition sports, but also a platform for car lovers from all over the world to exchange experiences. The automobile culture theme park is a comprehensive modern theme park with automobile culture as the theme, culture, business and leisure simultaneously. It has the following characteristics: extensive economic and social benefits, universal participation, high investment, high risk, brand effect, and high dependence Technology, culture, diversity, etc.

The automobile theme park is a theme park based on the development of the automobile industry. Compared with general theme parks, it has a strong automobile culture in terms of functions, landscape construction and activity arrangements. Its specific characteristics are shown in the following aspects. (1) Participation universality,(2) Functional diversity,(3) High-tech products,(4) Extensive economic and social benefits,(5) Has brand effect.

3.2 Influencing factors of automobile culture theme park

3.2.1 Location of source market

A good customer source market is conducive to the successful operation of automobile cultural theme parks. Large-scale automobile cultural theme parks are generally selected in the center or suburbs of large and medium-sized cities to ensure an independent source of tourists, while small automobile cultural theme parks rely on the surrounding tourism resources And market visibility to ensure the number of tourists.

3.2.2 Urban economic support

The automobile culture theme park is a high-level spiritual consumption with the characteristics of high investment, high risk, high technology content, and strong brand effect. It needs a strong regional economic development background to support it.

3.2.3 Site selection environment

The blessed natural scenery will make the automobile culture theme park achieve twice the result with half the effort. For example, the Beijing Ecological Automobile Park will receive greater economic benefits due to its location at the foot of the Great Wall.

3.2.4 Transportation advantage

When choosing a tourist destination, the distance of the tourist site and the convenience of transportation are often considered. A good transportation advantage can attract more floating population.

3.2.5 Regional context

The city's strong automobile culture is supported, which not only provides an entertainment and leisure space rich in automobile culture, but also serves as a business card for the city's external publicity, making the city more distinctive.

3.3 Automobile theme park development model

The automobile theme park is a product gradually derived from the progress of the automobile industry to a certain level and scale in order to expand business and expand the market. It has roughly experienced the development path of automobile sales shops to automobile 4S shops, automobile industrial parks to automobile theme parks. At present, the construction of automobile theme parks is in the exploratory stage. According to the current practice, it is concluded that

automobile theme parks can be divided into two development models, namely, theme park-led and industrial park-led. Take the automobile theme park as the leading factor, and take the industry exhibition and sales as the leading factor.

3.4 Principles of Characteristic Development of Automobile Theme Parks

In the era of experience economy, tourists pay more and more attention to activities that can highlight their own aesthetics and tastes. Spaces with prominent themes and unique novelty are often easier to capture the attention of tourists and leave a deep impression on them. Therefore, special attention should be paid to reflecting spatial differentiation in the construction of automobile theme parks. The principle of individualized creation requires that the space creation should be based on cultural development, shape recognizable themes and spaces, and bring people a unique experience perception to promote tourists' revisit and promotion. In the design of the automobile theme park, the method of shaping the space characteristics can be used for reference. The specific expression is to highlight the theme image in the environment, integrate the regional culture, strengthen the sensory experience, and organize the theme activities.

3.4.1 People-oriented principle

The human-oriented principle is based on the theories of behavioral psychology, ergonomics, environmental psychology, etc. to create space, which is mainly reflected in the catering to the needs of tourists on the physiological and psychological levels. The satisfaction of the physiological level is reflected in the fluency of the line, the pleasantness of the spatial scale, the richness of the space facilities, and the soundness of the use function. The psychological level of experience needs is reflected in the harmony of the space atmosphere, the beauty

of the space environment, and the smoothness of the space experience.

3.4.2 Escape from reality principle

The car theme park has a strong entertainment and excitement from the perspective of the car theme. As people's experience needs change, people are increasingly eager to seek entertainment and excitement in car theme parks, to obtain an experience of escaping from reality, and to realize the pursuit of self-worth. The experience of entertainment and excitement is mainly embodied in sensory experience and psychological experience. In space creation, entertainment stimuli can be conveyed through entertainment activities, and perception can also be conveyed through the environment. The stimulating experience of sensory entertainment is specifically expressed in the space creation as the sensory stimulation of the amusement facilities, the sensory impact of the theme landscape, and the sensory rendering of the theme atmosphere. The entertainment and excitement of experiencing psychology can be static or dynamic. As long as it can shock the heart, it is a successful creation.

3.4.3 Principles of Interactive Participation

In the era of experience economy, with the improvement of people's experience cognition, traditional visual communication can no longer meet their experience needs. People in the new era have the characteristics of independent thinking, outstanding individuality, liveliness and courage to try. People are eager to create beautiful memories by personally participating in the activities or space creation of the car theme park.

Since the car theme itself has outstanding practical attributes, its interactive participation makes it an outstanding advantage in competition with other theme parks. The experience of interaction and participation should be strengthened in space creation, which can be specifically expressed in the organization of activities. For example, in the

shopping activities, arrange the car test drive link, arrange people to participate in the experience of the car manufacturing process during the car craft show, and leave the opportunity for people to take photos with famous cars during the car expo. Through the integration of interactive links in game activities, educational activities, and performance activities, the experience of the car theme park is enhanced, and the emotional resonance between tourists and the theme space is realized.

4. Conclusion

With the development of the automobile industry and the increase of people's demand for automobile use, the automobile industry is showing a diversified development trend. The automobile theme park is bred on this basis, and shows the vigorous development potential. Under the experience economy, people's travel behavior and psychology have undergone tremendous changes, which poses new challenges to the construction of automobile theme parks. This article summarizes the elements of car theme park construction under the experience economy. Based on the analysis of current automobile theme park construction projects and the analysis of people's experience psychology and experience behavior under the experience economy, this article summarizes the development model and space creation needs of automobile theme parks under the experience economy. By summarizing the car theme park projects that have been built or under construction, it is concluded that car theme parks are mainly divided into two development models, which are led by the automobile industry park and the theme park. The experience demands of automobile theme parks are analyzed from the perspectives of tourists' types, experience psychology and experience behaviors under the experience economy. In the era of experience economy, the principles for the creation of automobile theme park space are put forward: the principle of characteristic development, the principle of people-oriented, the

principle of escaping from reality, and the principle of interaction and participation.

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