

Exploration and Research on the Theme-Business-Experience Integrated Design Pattern in the upgrading of Culture and Tourism Consumption -- Taking Happy Valley Park as An Example

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Abstract

With the deepening integration of culture and tourism, the problems are increasing prominent due to the consumption upgrade of the culture and tourism industry. Some stock scenic spots that have been in operation for years also need to be transformed and upgraded in the operation mode, and they shall understand how to get rid of the tickets only, implement the diversified operation, promote the consumption and increase the income. In this paper, the authors proposed the theme-business-experience integrated design pattern in the operation-oriented consumption upgrade" and it is verified in the project practice. Taking the theme park in the Overseas Chinese Town as an example, the authors found the key issues of secondary consumption promotion with the solid data research as the basis, proposed the strategies of OTEB integrated design. Then, it could be further refined from the happy valley them to return the business nature, re-construct the relationship among people, goods and fields, re-set various immersive experience projects and cultural and creative derivatives and create the panoramic experiential business layout with "interaction + creativity + scene", so as to achieve the consumption upgrade and increase of operation income, satisfy the diversified services and demands of the tourists.

Keywords

Upgrading of culture and tourism consumption; Integrated design; Immersive experience; Experimental business

With the deepening integration of culture and tourism, the tourism faces the major opportunity for the upgrade of tourism consumption, and it becomes the important component in the daily consumption. With the increasing demands on the diversified experience, the current functional products and services provided by the traditional tourist destination could no longer meet the diversified demands, and the scenic spots have to face the major tests and improvements for such trend. With such urgent demands, some problems occur in the upgrading and reconstruction. For example, the scenic spot party has no ideas and replace the business operation planning with the plans; The scenic spot party has more ideas and the planning unit bustles about it, but there is no commercial logic. The professional vacancy exists for the scenic spot party, operation party, design party and construction party, and the professional parties have no contact with each other, causing that the isolation among the planning, design, construction and operation; So the planning will be revised and it will be returned to the planning again, leading to the cost loss. Base on that, the authors proposed from the abundant project practices that the integrated design mode, which includes the

theme refining, business layout, immersive experience and cultural and creative derivation, shall be adopted in the upgrading of culture and tourism consumption and it shall be further proved by cases for in-depth discussions.

1. Development trend of consumption upgrading under the cultural and tourism integration

1.1. The price of entrance tickets decreases in the domestic major scenic spots, so it is crucial to conduct the consumption upgrading.

Discussed from the national policy, the Ministry of Culture and Tourism was re-organized in 2018 and it indicated that the cultural and tourism integration has become an important direction of realistic demand development. Then, several files required that the cultural orientation and cultural development of the tourism development must comply with the demand changes of transbusinession and development. After National Development and Reform Commission issued Guiding Opinions on Improving the Ticket Price Businession Mechanism of State-owned Scenic Spots and Reducing the Ticket Price of Key State-owned Scenic Spots in Mar. 2019, the Departments of Culture and tourism of the provinces and municipalities have released the notice on reducing the ticket price of the state-owned scenic spots. Under the resumption of work and production after 2020, the travel discount, free tickets and other relevant measures indicate that the cultural and tourism integration, increase of secondary consumption are the necessary trend.

1.2. The cultural and creative secondary consumption is simulated by the high added value and high return on investment.

From the aspect of the economic benefits, the secondary sales of the cultural and creative products become one of the best industries in the investment return. IP cultural and creative industry is featured as the high industrial added value, strong sustainability and large capacity of employment opportunities, and it belongs to the strategy of building a country with culture and strengthening the country with culture proposed by the state. The cultural creativity is one of the most dynamic industries in the world economy in the 21st century. ^[1]E Since 2015, the revenue data of the cultural and creative products in the Palace Museum and Dunhuang Museum have brought the high impact and stimulation to the cultural tourism industry.

1.3. The overseas tourist income comes from the huge contract caused by the derivative commodity.

In the foreign countries, 70% of the income are created by the derivative commodities and 30% of that come from the ticket. However, numerous scenic spots seriously depend on the tickets, and the tourism products are similar, so the homogenesis leads to the aesthetic fatigue and it is not conducive to promote the unique tourism value of each scenic spots. The plagiarism exists everywhere and it lacks of the innovative souvenirs, which may lower the tourism and shopping consumption ^[2]. Such problem becomes prominent and it gradually attracts the competent departments and scenic spots. The tourism culture IP and derivative consumer markets have brought huge development space.

2. Associated business for consumption upgrading of scenic spots

2.1. Definition and characteristics of secondary consumption

During the promulgation and implementation of Tourism Law of the People's Republic of China, the local governments, tourist scenic spots and enterprises shall promote the tourism consumption, stimulate domestic tourism demands and find a solution where they will not

rely on the single ticket. The sustainable development has become an important issue. Therefore, it is quite important to implement the secondary consumption promotion and establish the whole-industrial-chain layout, including the transportation, accommodation and food, tourism and shopping. The promotion of the secondary consumption and even third consumption is an effective mode to get rid of the ticket entrance.

From the perspective of the tourism enterprise, the increase of the secondary sales income is an important opportunity to explore the new profit growth. The successful secondary consumption is to explore and take advantage of the effective customer group, and recommend the potential services, so that the consumers could make consumption beyond the original plan, which may bring the abundant profits to the enterprise.

The secondary consumption refers to other items that the consumers shall pay to improve the tourism quality and feelings, except for the items included in the ticket income, meals, guest room and transport. In addition to the normal catering snacks, sightseeing vehicles, photography services, tourism commodities and high-quality local products, it also includes the characteristic experience, intangible cultural heritage experience, hand-made experience, religious blessing experience, online celebrity parent-child experience and characteristic folk customs, etc.

2.2. Business composition of secondary consumption in scenic spots

There are different aspects for the business composition of secondary consumption in scenic spots (as shown in table 1). such as: The ticket revenue in the scenic spot refers to the fees paid by tourists at museums, former residences of celebrities and other attractions, in addition to the tickets that must be charged to enter the scenic spot. The traffic revenue in the scenic spots includes the income from the parking lot, battery car, cableway or sightseeing boat. The commodity refers to the souvenirs, cultural and creative products, special arts and crafts, snacks, soft drinks and local specialty in the scenic spots. The leisure experience revenue refers to the income from recreation, cultural item, immersive experience and the hand-made experience. The accommodation expense refers to the income from the starred hotel, camp, tent and other accommodation facilities. The catering expense refers to the income from the dining room, bar and tea house in the scenic spot. In addition, it shall also include the expense of secondary sales from the tour guide service, store rental income and others.

Table 1 : Business Type for Secondary Consumption in Scenic Spots

Type	Project library
Traffic in scenic spots	parking lot, sightseeing cruise ship, speedboat, small train, battery car and cableway
Ticket items in scenic spots	Charged tourism items in the scenic spots, such as museum, exhibition room and former residences of celebrities, etc.;
Leisure and entertainment	recreation, cultural items, immersive experience, performance activities, sports activities, picking and others;
Tourism product	souvenirs, cultural and creative products, special arts and crafts, snacks, soft drinks and local specialty, etc.;
Catering	dining room, coffee shop, bar and tea house, etc.
Accommodation	starred hotel, homestay, inn and camp, etc.
Tour guide service	Guide service, customized tour guide service
Facility service	Locker and rent, etc.
Item service	Fast channel
Investment attraction and store leasing	Fixed rental, sharing lease and others.

2.3. Difference of various types of scenic spots in the secondary consumption

In visiting the domestic scenic spots, the proportion of the secondary consumption of catering is 78.60% in the product consumption; The proportion of the secondary consumption of shopping is 70.80% in the product consumption;^[3] The proportion of the secondary consumption of traffic is 58.70% in the product consumption. It could be observed that the tourists are more willing to conduct the secondary consumption of the products in catering, traffic and tourism in the scenic spots. Obviously, the scenic spots shall provide the products that are similar in the categories and are applicable to the scenic spots for secondary consumption (as shown in Table 2).

Table 2: Composition of Secondary Consumption Items in Various Types of Scenic Spots

Type	Project library	Remarks
Mountain-type scenic spots	Focus on the thrilling high altitude experience projects, such as cable car, glass plank road, cliff swing, high-altitude flight, rock climbing, bungee jumping and forest slide.	The adventurous and thrilling high-altitude experience products are more popular in the scenic spots;
Water conservancy scenic spots	Water craft, seacraft, water skiing, kayak, speedboat, cruise ship and other entertainment items with the water appreciation and water play as the main forms of recreation;	In recent years, the extreme sports on water becomes more and more popular and it has high interaction and participation.
Prairie scenic spots	houseback riding, archery, Mongolian yurt and other characteristic accommodation and Bonfire party, etc.;	Some leisure and entertainment activities are unique in the prairie or show the prairie culture.
Desert-type scenic spots	Sand skiing, sliding rope, ropeway, sightseeing vehicle, paragliding and other experience items;	After the upgrading and rebuilding, some experience items are established to maintain its unique cultural charm,
Ancient city and town Scenic spots	Venue tickets (tower, palace, former residence, temple and museum, etc.); Specialty catering (restaurant, bar, cafe, tea bar and cold drinks shop, etc.); Tourist commodity (artware, specialty and apparel, etc.); cultural experience (traditional handicraft, reloading and photographing, etc.); Theme hotel (inn and homestay, etc.); Folk performing arts (opera and intangible cultural heritage, etc.)	historical atmosphere, lifestyle and living environment, which attract more tourists;
Theme-park-type scenic spots	The theme parks adopt the integrated ticking and almost all recreation items are included in the ticket price. Hence, the products for secondary consumption focus on the catering, accommodation and tourist commodity.	Besides, the theme park also includes the rental, commission and other incomes from the property;

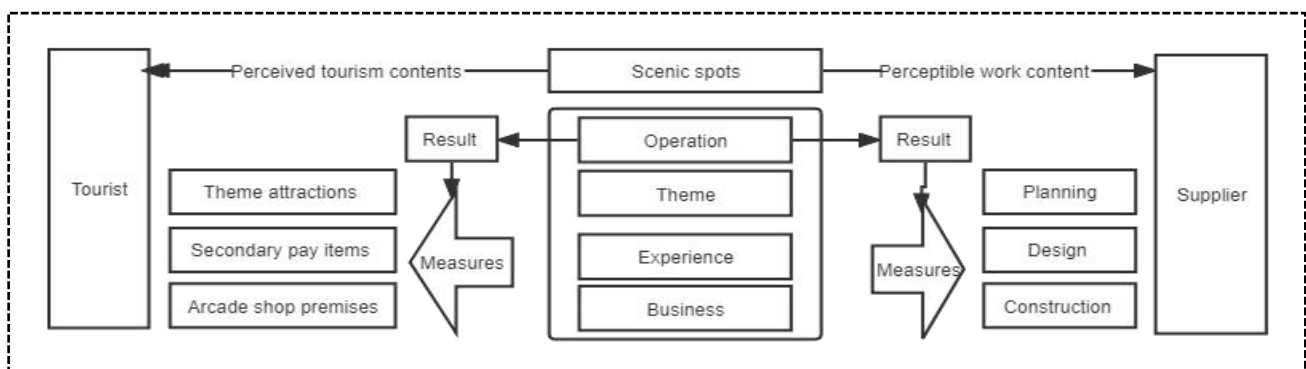
Due to the restrictions of geographical conditions, some passengers shall be transported to the core tourism spots via the cableway, so the scenic spot transportation, also taken as the ticket item, is the products for secondary consumption with the high participation rate of the tourists in the scenic spots.

3. Integrated design mode of consumption upgrading in the scenic spots

Facing the urgent demands on the consumption upgrade, we will not replace the business operation improvement planning with the previous tourism planning. With the service cases in the consumption upgrading process, we summarize and propose the them-business-experience integrated design mode with the operation as the orientation, so we conclude such mode as the OTEB mode.

(Operation, Theme, Experience and Business), i.e. "integrated operation-based theme experience".

Figure 1: OTEB mode working diagram



3.1. Operating promotion shall be taken as the foundation of the integrated mode.

As an enterprise, the scenic spots shall gain the profits, otherwise, it will be sustainable. All functional elements of operation shall be equipped with the income increase and profit objectives, so the operational profitability shall be regarded as the first capacity of operation. Hence, when we provide the services to the scenic spots or destinations, the effective income increase shall be the basic starting point of the service items.

Under the current trend of consumption upgrading, the traditional single ticket is difficult to undertake the demands of the operating development and the project benefits are limited. The secondary consumption mentioned above has gradually attracted the attention in the management of scenic spots. Such business model does not rely on the tickets only, but focuses on the catering, shopping and accommodation, which has been verified in the operating practice process.

3.2. The theme shall become the core and it shall be taken as the soul of the integrated mode.

The cultural tourism industry has transformed from the high-speed growth to the high-quality integrated development, so the scenic spots, block, ancient town or homestay, which owns the unique cultural attributes or the theme culture with the emotional added value, is more popular. The one with the IP will win the market. There are various cultures at the scenic spot or destination, so we shall sort out and analyze the it from the historical and cultural resources, cultural and museum resources, folk customs, intangible cultural heritage, scenic spots and historic sites. Then, we shall extract the theme cultures that comply with the project demands or cater to the market, so as to construct the cultural competitiveness and explore the core values of the scenic spots or destination.

The theme is the soul of the tourism experience and the clear theme is conducive to identify the images and the developers of scenic spots may concentrate the resources allocation and provide the best experience ^[4]. The extraction of theme culture shall not be limited to the

form or the simple expression without full integration. It shall be IP that are representative, unique and different after the cultural arrangement, which could be transformed as the business values. Cultural activation and innovative creation are what we always promote in the integrated mode. During the design process for consumption upgrading, it shall have a consistent topic. Besides, the theme culture and concepts shall be taken full advantage in the immersive experience. Under the emotional consumption era, the consumers do not only pay attention to the quantity, quality and price of goods, but also include the emotional satisfaction and psychological identity^[5]. The extracted theme should arouse the emotional resonance of tourists, so as to obtain more passenger flow and consumption.

3.3. Highlight the immersive experience scene and take it as the foundation of the integrated mode.

The immersive experience refers to that the entertainment items in which the consumers could conduct the interactive experience in the limited boundary through the environment rendering, scene shape and content IP, etc.^[6]. Finally, it could achieve the interactive state. With the further integration of culture and tourism and the extended boundary of the immersive experience, the relevant products tend to be diversified, the industry boundary is constantly expanded and it is featured as the sense of interaction, privacy, experience, narration, participation and other development features. The immersive experience has become the basic style and demands of the integrated mode, which enriches the business of tourism consumption. Its properties with IP attract the traffic to the experienced products of culture and tourism, increase the income and promote the quality and efficiency improvement of the culture and tourism.

We could complete the integrated immersive experience in the following aspects (as shown Table 3):

Table 3: Concrete Measures for Integrated Immersive Experience

Experience category	Promotion measures	Description
Taste experience	The delicious food could be provided to meet the basic requirements of the tourists, while promoting the multiple forms and tastes.	It shall fully explore the local specialties and snacks in the scenic spots, enrich the taste experience of the tourists. The food and tourist attractions could become the reason for the tourists to visit. The snacks and specialties could be combined and it shall establish the food theme blocks, food culture festivals and other forms, which may extend the visiting time and increase the secondary consumption. The food blocks and food culture festivals will extend the visiting time.
Sleeping experience	It meets the convenient and comfortable conditions of accommodation, while improving the featured theme.	With the tourism quality provided, the convenient and cozy conditions of accommodation are only the most basic requirements, while the unique inn, meditation room, B & B, tent, tree house and other unique experience environment of sleep are the sufficient reason to retain the tourists.
Night tour experience	Offer a sufficient reason for tourists to stay overnight, while improving the playability.	How to improve the demand of tourists for night entertainment, rather than just the night light economy, such as night light show, it is necessary to prepare the products for secondary consumption, and the scenic spots shall retain the tourists through the night tour, night banquet, night performance, night snack, night entertainment, night market and other modes.
Parent-child experience	It shall fully meet the core consumer groups in the family tourists.	With the continuous growth of the customer group in the market of family tourism and parent-child tourism, the high-consumption groups are fully explored. Whether the children like or have the satisfied experience determine the decisive factor for the tourism decision and retention time. The scenic spots shall design the projects and products for the children specially, so the retention of the children means that "multiple consumptions" may occur.
Recall experience	It could meet the tourists' demand in purchasing the tourist souvenirs, while improving the memory of the local memory.	With the development of the tourist souvenirs, the tourists may purchase the souvenirs or the cultural and creative products during the visiting process and after leaving it. For the tourists, they require the thematic and characteristic purchasing experience, and the local and culturally representative tourist souvenirs may be purchased. During this process, the tourists do not only purchase the commodities, but the experience of tourism and recall. It includes the upgraded native products. What the tourists bring home or present to the friends is not the native product, but the gifts sharing to the relatives and friends in the tourist experience.
Service experience	It could meet the beautiful and comfortable tourism environment, while improving the special channels.	The popular scenic spots always have the attractive items and it will also face the stronger operating pressure. Therefore, it could explore the special channels to provide the valuable and unexpected services for secondary consumption, which becomes an important channel that could improve the operating pressure of tourist experience and diversion, improve the tourist satisfaction and achieve the economic operation.

3.4. Construct the panoramic experiential business layout with interaction + creativity + scene

The reasonable business layout could improve the product structure, better meet the demands of the consumption upgrading and determine the overall income of the whole project. Hence, we shall consider the business layout, rental decision and return rate of business investment to achieve the integration of consumption upgrading of culture and tourism.

Different from the traditional business that focuses on the retail as the main formats, the "experienced business" pay more attention to the participation, experience and feelings of the consumers. Besides, the requirements of space and environments are also higher [7].

For the scenic spots, it is necessary to consider how to promote the income increase in the secondary consumption. The panoramic experience theme layout is one of the important approaches to improve the own competitiveness, which could meet the diversified demands of the consumers and achieve the increase of operational income. We promote to construct the panoramic experiential business layout with interaction, creativity and scene. Thus, the people could participate in the interaction from the aspect of people, goods and fields, the product shall be innovative and the purchase market could be arranged to include experience scenes.

The income increase in the secondary consumption could be implemented from various aspects, such as the experience store of cultural and creative products, active intangible cultural heritage and the hand-made products, tea shop with local features, snack bar with theme IP, beverage shop with popular deserts, upgraded selected shop with the special local products, the technical experience store with the technical interaction, the fun store with scene interaction and children's park with theme IP.

The above business formats could be divided into four types. The first one is the pure cultural and creative business. The scenic spots explore the culture, combine with the creative products and scene creation and achieve the new retail mode, which could attract the young people, family, tourists and lovers to visit the shop, shoot the photos, experience the cultural and creative hand-made works, purchase the cultural and creative products, theme gifts and tourist souvenirs, so as to achieve the income increase of the cultural and creative business formats; The second one shall combine with the business of the special light food, integrate the IP theme, special light food, fashionable and interactive experience effects, to achieve the promotion of the online celebrities and the second income increase. Such products and stores mainly attract the children, young people, lovers and parent-child group; The third one upgrades the local specialty. It shall not have the inferior package, but combine with the local cultural features and upgraded package, so as to achieve the qualified souvenirs. During such business format, the tourists could taste the food, participate in the production and purchase the relevant local specialty as the souvenirs. It attracts the family tourists and middle-aged and elderly people; The fourth one refers to the technical interaction. It shall be noted that the technology is one means in the experience scene. It shall combine with the cultural stories of the scenic spots, achieve the interactive experience, gather the customers and realize the income growth. It mainly attracts the parent-child groups and young people, achieving the human-scenery interaction, tourist interaction and parent-child interaction.

4. Happy valley practice for integrated design mode in secondary consumption

In recent years, the theme park plays a crucial role in the domestic tourism industry and there are more tourists. According to the statistics of TEA and AECOM, the passenger volume in the

world's top ten theme parks increased by different degrees (2020-2021 data affected by the epidemic are not reflected). In China, Overseas Chinese Town Holdings Company, Fount and Chimelong have achieved the most obvious growth rate of tourists. In terms of the consuming intention, the tourists are more willing to conduct the secondary consumption, such as catering, accommodation and shopping. In the customer group, the parent-child trip has become the main force in the secondary consumption of the theme park. The tourists visiting the Happy Valley theme parks of Overseas Chinese Town Holdings Company has increased by 15%, but there is also a large difference between the secondary consumption composition and the core composition of Disney and other theme parks.

Taking the data of secondary consumption in the Happy Valley, it shows that the number of the female consumer group is slightly higher than the male and half of the tourists will go shopping. 60% of the tourists will consider the store environment before shopping. They prefer to select the souvenirs, toys and stuffed toys; For the items with technical interaction, most of the interview samples will be impressed by the exciting and interesting science and technology interactive projects. Table 4 shows the revenue composition of the Happy Valley from 2016 to 2019. It could be observed that although the growth rate of secondary consumption has increased every year, but its overall proportion is still lower. As of 2019, its value only accounts for less than 25% of the total revenues (affected by the epidemic, the data in 2020-2021 is not presented).

Table 4 :A List of Composition of Sales Revenue of Happy Valley Theme Park from 2016 To 2019

Year	Ticket revenue	Revenue in secondary consumption	Other revenues
2019	75%	23%	2%
2018	79%	18%	3%
2017	81%	18%	1%
2016	83%	17%	0.39%

Data comes from the survey statistics

Based on the data and problems presented by the above table, the Happy Valley raised the clear revenue targets with the improvement of quality and efficiency. At the beginning of designing the scheme to improve the secondary consumption n and increase revenue, the project team proposes the integrated mode of "OTEB" and implement it.

4.1. Operation-oriented promotion strategy

In terms of the income increase strategies for Happy Valley, there are two approaches. Firstly, the promotion strategy shall be based on the expansion of the tourist base. Therefore, the marketing shall be strengthened to attract the tourists to the park; It improves the increment and increases the consumption base. Specifically, it should expand the marketing scope of the customer group, increase the marketing on the parent-child group and enhance the network marketing. It shall establish IP, enhance the theme projects and attraction of the theme activities, as well as attract the people. Besides, it increases the theme business and indoor commercial projects for children, and prompt the quality of existing products. Secondly, it is established on the basically stable tourist quantity, so it shall improve the quality of rigid products and increase the unit price; Expand the consumption category in the secondary consumption, strengthen IP, enhance the theme and improve the strategies of frequency effects. Concretely, adjust the structure of self-operation and investment attraction; In the business layout, firstly guarantee the rigid demand on the main routes, cancel some dispensable products and increase the consumption of the high-frequency products (water,

beverage and snacks), effectively enhance the visibility of rigid products; In the product system, subdivide the rigid demands, set up the product display based on the difference between the young customer group and the parent-child customer group, enrich the categories and themes for the beverage and snacks; For the souvenirs, strengthen the online scenario and impulse guidance, enhance the consumption with the theme interaction.

It could be observed from the data analysis and research that the passenger volume is basically maintained at 3 million for Happy Valley theme park, so it is difficult to attract more tourists. Therefore, it shall firstly meet the rigid demands; improve the accessibility and visibility of the stores through the adjustment of moving line design; enhance the impulse of scene consumption through the creation and rendering of scene atmosphere; improve the motivation of cultural consumption through the refinement and dissemination of cultural themes, and improve the merchantability of commodities through increasing the richness and product design.

4.2. Theme strengthening and extension

Some happy valleys are featured as the leisure theme park and innovative experience projects that combine with the modern technologies. Since its founding, its theme is determined as: "imagination is beyond time and space, happy is full on the way". "HAPPY" is the theme that Happy Valley always spreads and conveys. The happy culture extracted from Happy Valley is the common spiritual pursuit for all people and it could be shared to all cultures. The construction strategies of cultural competitiveness mainly include two aspects below: enhance happy them and extend its connotation.

Its essence is an inner feeling. Combined with the playing stage and various projects experienced, different levels of happiness gradually appear and it is rich and full. The happy feeling continues throughout all stages of the journey. After the project experience is ended, the psychological feeling of happiness could be felt and experienced through sharing and conference.

Combined with the route organization, difference in the project themes and feelings, the happy cultural tree of Shenzhen Happy Valley is supported by eight sub-trunks, including: Stage I: hey, happy+; stage II, magic, happy+; stage III, crazy, happy+; stage IV, more, happy+; Stage V, amazing, happy+; stage VI, wow, happy+; sage VII, ever, happy+; stage VIII, share, happy +. Through the IP extraction, the tourists could learn about that the all facilities, buildings, personnel and details convey the concepts and features of the theme after entering the park. Its experience is irreplaceable.

4.3. Promotion scheme for immersing in happy theme experience

In the early stage, the researchers have conducted the survey on perception factors of the tourists on the overall image of Happy Valley. The results show that nearly 60% of the tourists deem that it has the exciting projects and over 30% of the tourists have a strong image perception conveyed by the theme buildings. In general, they will be impressive for the exciting projects, beautiful scenes and high-tech interaction. They wish that the scene is creative, romantic, fantastic and full of the technology. Based on the above feelings of the tourists, the project team proposed to further perceive the immersive experience. It shall not only be limited to the exciting recreation facilities, but show in the business format of the secondary consumption.

Hence, the project team introduced multiple experimental programs, such as eight kinds of emotional drinks suitable for the eight emotional experience stages of happy theme. The experience store of mysterious magic drink shall be allocated at random; Besides, the tourists could perform the interactive reward tasks with the lucky bounty hunters to exchange the free drinks. It shall create the Immersive Experience Consumption of Bounty Hunters with the rough and unrestrained, free and enthusiastic music atmosphere and exhibition environment;

Happy Valley could design Laser Game. When you wear the laser induction helmet and hold the laser gun, it seems that you are the hero in the films or games. It could better provide the immersive experiences for the tourists from the recreation experience, business experience, environment experience and service experience, so as to attract the traffic and increase the re-visiting rate.

4.4. Measures in constructing the panoramic experiential business layout with the theme of happiness

The essence of the projects in secondary consumption is the commercial projects and it is featured as the multiple industries, small scale and complex functions, integrating the shopping, catering, recreation, culture, entertainment and services as a whole. In addition to the recreational facilities, the business and service devices are the important component in the theme park. The scientific and reasonable supply proportion is directly related to the operation and management of the park and the visiting quality of the tourists. Hence, it is of great significance to attach importance to and rationally allocate the proportion of the business and service facilities, to measure the overall level and promote the orderly development of the park. The business format of Happy Valley is the matrix structure, including the proportion structure of self-support and investment attraction, as well as that of catering, retail, souvenirs and theme stores.

The store layout and project arrangement in the secondary consumption are combined for hierarchical classification. The stores in the park are divided into the class A, B and C. The class A store accounts for 20% and they are the flagship stores. Such stores highlight the theme, show the display effects and create the sound business atmosphere. It has the high added values and strong property of cultural consumption, which is the trend and direction of secondary consumption in the next three years. Class B stores are those in the golden location where the tourists determine the purchase in the tour. They are mainly located at the entrance and exist of the project, such as the stores with park IP at the entrance. With the strong sense of substitution and theme rendering atmosphere, the tourists may forget the hustle and bustle world; Distributed in the park, they may be coordinated with the large-scale entertainment facilities, which continue to tell the stories, stimulate the emotions and retain the memory; Class C stores are the business format with the flexible layout, abundant and quickly-iterated products and diversified forms that meets the rigid demands. The class D stores, also known as the sewer stores, refer to the discount stores that handle the inventory and meet the low-end customers, few of which could be arranged on the moving line with dense traffic in the park.

In a word, it shall focus on the people, goods and fields and re-construct the relationship among three sides, so that the tourists could feel the novel and pleasant on-site interactive experiences. The products shall be innovative based on the cultural origin with the topics and the layout design shall be creative with the theme and interests, creating the panoramic experiential business layout with "interaction + creativity + scene".

5. Conclusion

The upgrading of cultural tourism consumption has developed from simplification to diversification, personalization and subdivision, but the traditional cultural tourism and business scene space are difficult to bear the new consumption demands. At the supply end, the traditional cultural tourism and business projects face the homogeneous competition, and it is urgent to break the situation for development. The transformation of demand and supply side drives the integration of culture and tourism to become a new direction. In the process of consumption upgrading, Happy Valley integrates the thinking, planning, decision making and implementation in the theme, business format and experience for the theme parks or

traditional scenic spots. It is necessary to complete the consumption upgrading in the mode of integrated design.

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