

# RESEARCH ON CREATIVE PRODUCT DESIGN OF EXPERIENTIAL CULTURAL TOURISM BASED ON COGNITIVE PSYCHOLOGY

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## SUMMARY

**Background:** In recent years, with the improvement of income level and demand level, tourists began to seek experiential tourism close to the essence of life.

**Subjects and methods:** This paper analyzes the relevant theoretical concepts of cognitive psychology, designs the form innovation design model of experiential cultural tourism products based on cognitive psychology and the user model based on cognitive psychology, the scientific measures of product design innovation with the help of cognitive psychology, and gives the design objectives and principles of experiential cultural tourism creative products based on cognitive psychology.

**Results:** Taking wine cultural tourism products as an example, this paper summarizes and analyzes the current situation of wine tourism development in the study area, and puts forward the development countermeasures of experiential wine cultural tourism according to the relevant theories of experience economy and tourism experience carrier, combined with the particularity of wine cultural tourism resources.

**Conclusions:** This paper fully combines the theory of cognitive psychology and clearly points out the direction and measures of product innovation design.

**Key words:** cognitive psychology - creative products - cognitive development theory - RMCP development mode - tourist experience

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## INTRODUCTION

With the development of global science and technology in the 21st century, the changes of life and production mode and the prosperity of multiculturalism, the satisfaction of users' needs and product forms have undergone fundamental changes. In the context of social informatization, users' demand for products is changing from "use of practical functions" to "cognitive experience of information" (Im et al. 2019). Users not only buy the product itself, but also the service, experience and personality value of the product. Therefore, the product should not only have use value, but also have rich information value and significance (Liu et al. 2021). Product innovation is no longer simply reflected in the function of the product, but gradually transferred to the personal meaning needs and emotional satisfaction of users (Xing et al. 2019).

In the traditional product design process, companies often focus on the product or technical system itself, but they have not made an effective plan for product design from a cognitive perspective, although some research staff have also done so in recent years. To carry out scientific research and analysis on these aspects, but did not get better results in the cognitive psychology level of product design.

From another aspect of scientific analysis, it can be seen that the product design of cognitive psychology is often human-centered. It focuses on the research of human thinking methods. It emphasizes breaking through directional thinking and focusing on innovation (Schmidt & Mamede 2020). From this perspective, product design innovation based on cognitive psychology will be the main direction of enterprise product design. Cognitive psychology, which emerged in the 1950s, regards people as active information processors who have rich internal resources and interact with the surrounding environment, and mainly studies their cognitive processes of receiving, storing and using information, including feeling, perception, attention, consciousness, memory, representation, thinking, language and problem solving (Ramsey & Ward 2020). In the 1960s, the research of product design theory began to realize that design innovation is different from scientific reasoning. The design method should be based on the research of human thinking process, emphasizing the research and exploration of design thinking characteristics and behavior laws. The research of design method has moved towards the process of analysis and design, and its research focus has shifted to exploring how people think about design and solve

design problems cognitively. Design innovation focuses on the user-oriented method, starts with discovering the needs of users, and strives to create satisfactory products to solve the actual design problems. After the 1990s, with the development of behavior theory, cognitive theory, innovative thinking and conceptual design process model, it provides a richer and comprehensive theoretical basis for product design thinking, product design procedures and methods. Since entering the 21st century, the application research of relevant knowledge of cognitive psychology in design, especially in the process of design innovation, has become more and more extensive (Yu et al. 2019).

The development of cognitive psychology has not only focused on the research of people's internal psychological process, but also carried out the research of people's behavior. It is a psychological science to study the mental processing behind cognition and behavior. Taking cognitive psychology as the theoretical core, product semantics, ergonomics, perceptual engineering, usability design, emotional design, etc. as the comprehensive theoretical basis, according to the research on the needs, abilities, attitudes, scenes, strata, social and cultural background and other variables in user cognition, analyze the user cognitive model, construct the designer cognitive model, and generate the product system image, it has become an important direction of product design research and development. Cognitive psychology provides an important research path for the research of product innovative design under the background of informatization, and has become a new driving force to promote the development of product design theory and practice. Based on cognitive psychology, this paper designs experiential cultural tourism creative products, improves product personalization and promotes the development of tourism industry.

## COGNITIVE PSYCHOLOGY

Cognitive psychology has become an ideological trend of psychology and penetrated into other fields. It is a psychological mechanism as the basis of human beings. It is mainly an internal psychological process between input and output.

### Main theoretical viewpoints of cognitive psychology

**Table 1.** Different stages of cognitive development

Stage	Age	Describe
Perceptual movement	0-2	Obtain action experience through the relationship between perception and movement
Pre-operation	2-6	Establish symbolic functions and carry out simple thinking
Specific calculation	7-12	Possess certain computing power
Formal operation	> 12	Possess logical reasoning ability

### Cognitive development theory

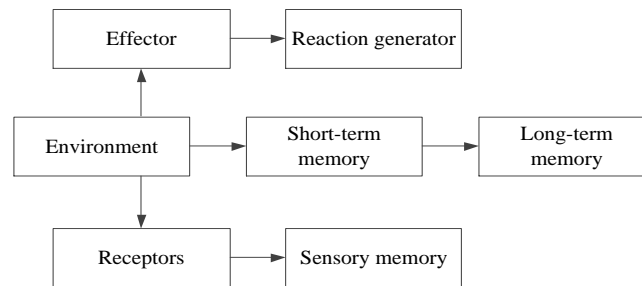
The theory of cognitive development was put forward by the famous psychologist Piaget. The so-called cognitive development refers to the process that an individual's cognition of things and the way of thinking and ability performance in the face of problem situations change with age after birth under the interaction of congenital and acquired factors and in the activities of adapting to the environment (Xu 2019). Many of Piaget's theoretical studies and viewpoints are very pioneering and enlightening, and occupy a leading position in the research field of children's cognitive development. Table 1 describes Piaget's four stages of cognitive development.

### Information processing theory

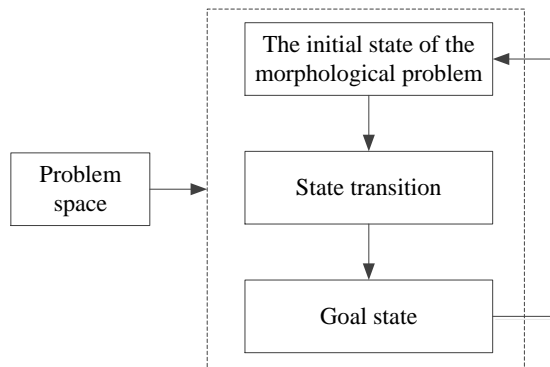
The core theory of modern cognitive psychology is the theory of information processing. Information processing psychologists believe that a person is an information processing system. Psychology's research on human behavior must focus on the inner mechanism and process of human beings. The inner process is the process of receiving, storing, identifying, extracting, processing, and using information according to certain procedures. Powell's model can be said to be a representative, it roughly describes the microscopic process of the human brain as an information processing system in cognitive activities. Figure 1 shows the information processing model in information processing theory.

### Innovative design model of experiential cultural tourism product form based on cognitive psychology

Innovation is a way of cognition that can create novel results. Specific to the product shape design, this novel result should be valuable, that is, more useful than the shape characteristics in the initial state. The form innovation design of experiential cultural tourism products based on cognitive psychology consists of two parts: form innovative problem space and creative thinking. The problem space provides a systematic thinking method (Martinez-Perez et al. 2019). Figure 2 is the cognitive process model of the innovative design of experiential cultural tourism product form.



**Figure 1.** Information processing mode in information processing theory



**Figure 2.** The cognitive process of the innovative design of experiential cultural tourism product form

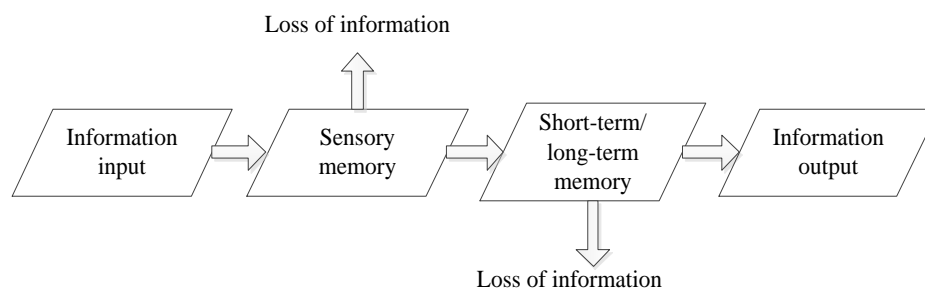
The problem space theory in cognitive psychology is of great value to the study of creative thinking activities and the systematic innovation model. The use of creative thinking to gradually transfer the initial state of the morphological problem to its target state completes the morphological innovation. The line frame marked with a dot-dash line is the question space about form innovation. The cognition of form innovation is a positive logical process, and the usual form design adopts a reverse way of thinking, that is, starting from the target state, and then thinking about how to realize the design requirements of the target state. This design idea takes the user's needs as the design guidance and runs through the humanized design concept.

Therefore, the form design process of experiential cultural tourism products is as follows: firstly, through the demand analysis of users and market, clarify the target state of form problems, obtain detailed and specific design requirements, and then use creative thinking to appropriately transform the form

characteristics and production conditions in the initial state, so as to realize the innovative design of experiential cultural tourism product form. According to the main content of experiential cultural tourism product form innovation design, and using the state transfer in the problem space, the experiential cultural tourism product form innovation is realized.

### User model based on cognitive psychology

When doing the innovative design of products, must deeply study the users in the design process. Only when understand the psychological activities and behavior of users and understand the needs of users, can design the feedback form in line with the user model. The user model based on cognitive psychological behavior is the process of comprehensive information processing and processing related to user feeling and perception, vision, memory, emotion and decision-making. During this period, it is designed according to different types of users through information acquisition, information translation, information memory and information output. For the acquisition and memory of information, some scholars have proposed a three-level processing model of memory information. In this model, it is considered that the entry of external information into the memory system has experienced three stages: sensory memory, short-term memory and long-term memory. After receiving the external information, people enter the stage of short-term memory. The information entering the user's short-term memory is only the information noticed by the user. Some input information will be lost, and the remaining information will enter the long-term memory after processing. Figure 3 is the schematic diagram of three-level machining model.



**Figure 3.** Schematic diagram of three-level machining model

In the information acquisition stage, users perceive information through perception and attention in cognitive behavior. When making feedback design, consider the perceptibility of users in the user model when acquiring information, the selection and transformation of information by perception, and the application of perceptual experience in life. In this way, the feedback in the product will be closer to the user's psychological model, users will also be more likely to receive information through feedback.

**Information perception:** users understand and use the product through the product information. Whether the feedback information in the product or an existing interface information, users should use this information to understand the meaning of the specific operation and the whole operation process in their interaction with the product. Therefore, the perceptibility of interface information and feedback information in products is particularly important.

**Information transformation and selection in perception:** users will go through three stages in the process of transforming information through perception. The first stage is that the information is easy to see. When users use the product, the feedback information is easier for users to find; The second stage is that the information is easy to identify, and it is easier for users to distinguish and recognize information among many complex information; The third stage is that information can be recognized and understood easily. Users can understand the meaning of information through the attributes of information. In the feedback design or interface information design, provide appropriate and necessary perceptual guidance in the appropriate scene, so that the feedback information can be easily found and identified, reduce the learning cost of users' perceptual information, and enhance the characteristics of cognition.

### **Scientific measures for product design innovation with the help of cognitive psychology**

#### ***Design innovation for the product itself***

In the field of cognitive psychology, the most important purpose of innovative design of products is not to change the main functions of existing products, but also to focus on the development, research and improvement of the secondary functions of products. Such measures are often implemented when the existing products have a good reputation in the market, and the strategy is to focus on the product itself and functions, follow the form of the whole product. The best way for this measure is to implement the creative template method. For example, the element control template method in the creative template method can essentially form a new link between each link of the product, and finally a new product can be designed (Vredevelde & Coulter 2019). Scientific design in this way will effectively analyze the adverse effects of

external environmental factors of product innovation design, and finally effectively create a new connection of design and eliminate the corresponding adverse factors.

#### ***Innovation oriented to product design purpose***

For the product design of cognitive psychology, the ultimate goal is to design a new product system. The reason for this operation is that the traditional products or systems have reached the limit in the improvement of main functions, so they cannot be limited to the problems of existing products or systems, but should adopt scientific innovation, jump out of the previous system, and practically think about the ultimate goal in the process of product design innovation, or what methods can better achieve the purpose of product innovative design. In view of this, the final measure is to effectively solve the maximization problem and change the working principle of the system, and fully integrate the concept, function, action, structure and other factors into the actual product design work. This method will be the best measure to realize the psychological cognitive product design innovation.

## **RESEARCH ON CREATIVE PRODUCT DESIGN OF EXPERIENTIAL CULTURAL TOURISM BASED ON COGNITIVE PSYCHOLOGY**

### **The meaning and related concepts of experiential cultural tourism products**

The theory of experience economy was initially defined by Pine and Gilmore in "experience economy" in 1999, which means that the enterprise's own service is consumer centered, so that consumers can fully participate in it, and can create memorable or unforgettable economic activities for consumers. Applying this theory to the tourism level refers to an immersive and good travel state produced by the mutual communication and interaction between tourists' internal tourism psychological activities, external tourism behavior and tourism attractions. It is a pleasant tourism experience process achieved by tourists through viewing, imitating, participating in or designing tourism consumption activities. As the concept of tourism products has also undergone great changes, experiential cultural tourism products also have a broader meaning. Its scope has been extended to the integration of various tourism resources and various material conditions by tourism operators, it is a special type of tourism product carefully designed and arranged for tourists, which can meet tourists' all-round experience, including spiritual, psychological and physiological needs.

### **Design objectives of experiential cultural tourism products**

Experiential cultural tourism refers to the cultural tourism activities in which tourists invest in a relatively long time and have in-depth experience. It is realized by using people's psychological needs to return to nature through tourists' participation and spiritual experience.

Based on the cultural tourism resources with experience connotation, aiming at the cultural experience of tourists, the cultural tourism products designed by means of experience are experiential cultural tourism products. Its core is "cultural experience". The external cultural landscape serves the experience and is the basis and object of the experience (Carmignani & Moyle 2019); The internal meaning of landscape is the content of experience; Various tangible facilities and intangible services are not only the object of tourists' experience, but also the medium to provide experience. The design of experiential cultural tourism products is the process of combining and updating the experience mechanism of cultural tourism destination to meet the experience needs of tourists, refining appropriate experience themes, and constructing experience scenes and activity projects with special images, so as to realize the carrier and materialization of various experience factors and design experiential cultural tourism product series.

The ultimate goal of experiential cultural tourism product design is the harmonious coexistence between man and nature, culture and environment. Its specific design orientation is to let tourists pursue physical and mental enjoyment in differentiated cultural experience and activity participation, and obtain unforgettable experiences and memories; Let operators obtain good economic benefits, social benefits and sustainable development; Let the tourism landscape area obtain the optimization of comprehensive social benefits. So as to achieve the blending of scenery and human feelings and the harmonious development of human and natural environment, that is, to achieve the highest level of experience economy - all subjects can maximize their own benefits.

## **Principles of cultural tourism experiential product design**

### ***Thematic principle***

The design highlights the theme, pursues the novelty and uniqueness of the theme, meets the tourists' innovation needs and motivation, excavates the regional cultural characteristics, and designs unique tourism projects in combination with local cultural resources to give tourists a new experience.

### ***Participatory principle***

The principle of participation requires tourists to their own experience, abandon their original self-identity, play a role in the cultural environment and cultural atmosphere they experience, and

experience the joy of role transformation and transposition of identity. In the design, it is also required that the architectural landscape, clothing props, artistic performance and cultural language can reproduce the experience theme, and reproduce the historical, cultural and social life scene at that time through the scene, so that tourists can feel like passing through time.

### ***Diversification principle***

The diversity of experience types determines that different types of experience will bring people different experiences and values. At the same time, the differences of cultural tourists determine that the demand levels of tourism experience are also very different. Young tourists pay more attention to entertaining, lively and personal experience; Older tourists will pay more attention to the cultural experience of knowledge, education and great aesthetic significance. Therefore, cultural tourism experience should follow diversification, design experience products with different types, styles and a wide audience, and eliminate stereotyped, repetitive and low imitation products or services.

## **Development ideas of cultural tourism products based on tourist experience**

### ***Analysis of resources and market conditions***

Tourism resources are not completely equal to tourism products. The full analysis and evaluation of tourism resources can clarify the development and investment direction on the basis of tourism resources analysis, which is conducive to the transformation and innovation of products; Tourism products are originally consumer goods with great elasticity, while cultural tourism products are relatively medium and short-distance sightseeing tourism products, weekend short-distance vacation tourism products, long-distance tourism products, with the highest elasticity, great development resistance, insufficient experience, insufficient cultural connotation and other factors, which may lead to consumers' first choice or second choice. Therefore, to push it to the market, need more new thinking and new connotation (Haigh 2020). In addition, should deeply tap the cultural connotation of tourism resources, refine and innovate, and increase the depth and added value of products.

### ***Set a distinctive experience theme***

A clear experience theme is the "cornerstone" of the development of cultural tourism products. Based on resources and market, relying on local culture, deeply excavate cultural connotation, and formulate experience themes that can resonate with tourists in combination with the direction of development. A good topic should meet the following criteria:

The theme has realistic appeal. People leave their

long-term residence mainly to seek places that are different from their actual feelings and can get spiritual and physical relaxation. Therefore, cultural tourism products from the perspective of tourists' experience should grasp the psychological characteristics of different tourists and create products with different themes (Li et al. 2021).

The theme must conform to its own characteristics. The theme setting must be extracted from localization and created from the existing resources of the scenic spot. It is not copying other people's themes. The theme separated from local characteristics has no vitality. Therefore, the theme mining of cultural tourism products from the perspective of tourist experience must be rooted in the local context.

The theme can be conducive to the multi-point layout of products in the scenic spot. For example, under the theme of tea culture, it can realize the experience of multiple elements and locations such as food, shopping and entertainment in the scenic spot, skillfully integrate the culture of the scenic spot, and fully mobilize the enthusiasm of tourists.

### Experiential cultural tourism product development model

Through the above combing, the RMCP development model of experiential cultural tourism product development based on cognitive psychology is proposed, as shown in Figure 4.

#### R performance analysis (resource analysis)

Sorting and analyzing natural resources or human resources and refining valuable resource information can promote the integration and transformation of tourism resources. In the development of cultural tourism products, natural resource conditions are the basis of tourism product development, and cultural resources are the more important soul. Both of them are essential. Any kind of cultural resources can be formed only by relying on region and natural space, and has its unique appeal and attraction.

#### M performance analysis (market analysis)

Market analysis refers to understanding the situation of tourism products around the scenic spot, analyzing the supply and demand of cultural tourism products in the market, and investigating the feedback of existing tourism products in the market. In order to obtain full economic benefits, scenic spots need to start with consumers' consumption needs and characteristics, so as to design products to meet consumers' needs. Only by investigating the products of scenic spots around the market can clarify the current location and the overall situation of the industry, so as to more accurately locate and develop products and meet the needs of tourists (Feng et al. 2019). Investigating the market feedback of existing products can be beneficial to the management of

scenic spots, timely adjust products, innovate products, maintain the vitality and vitality of products, and meet the needs of tourists.

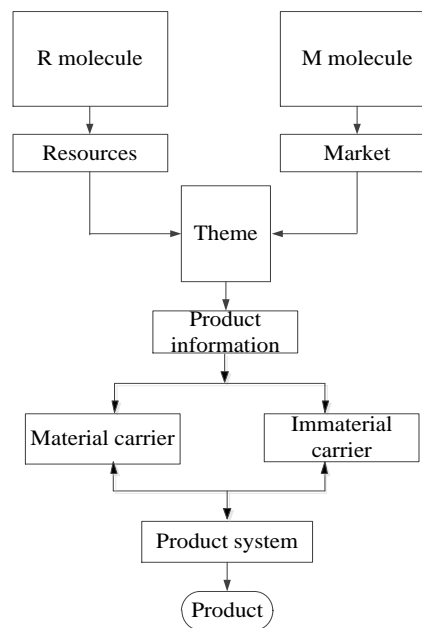


Figure 4. RMCP development mode of experiential cultural tourism product development

#### C design (carrier)

C-design is an important step of cultural tourism product design based on cognitive psychology. Firstly, three steps are carried out: the formulation of theme, the shaping of image and the elimination of interference factors. Theme is the premise of product development and image is the focus of product development. Based on the first three steps, the cultural tourism products are presented in the form of materialized carriers and non-materialized carriers, and the more intangible cultural connotation in the products is displayed in tangible and other ways: the material carrier mainly starts from the tourism elements such as food, housing, travel, shopping, entertainment and education, and carries out the creative design of cultural tourism products systematically, integrating vision, hearing, taste, smell Tactile five senses integration consideration (Yuzhi & Lee 2020); Intangible carrier is to improve the service of cultural tourism products in the scenic spot from the main body of scenic spot employees, including personnel catering service, personnel accommodation service, personnel interpretation service, etc., and bring tourists a comprehensive feeling from dress, speech and expression. Through the carrier form, cultural tourism products are effectively displayed to form a valuable, rich and characteristic product system, so that tourists can get a profound experience (Baixinho et al. 2020; Chu et al. 2018).

## CREATIVE PRODUCT DESIGN OF EXPERIENTIAL CULTURAL TOURISM --- TAKING WINE CULTURAL TOURISM PRODUCTS AS AN EXAMPLE

Based on the main theoretical viewpoints of cognitive psychology, based on the design principles of cultural tourism experiential products, and taking the development ideas and RMCP development model of cultural tourism products as the template, then take wine cultural tourism products as an example to design experiential cultural tourism creative products.

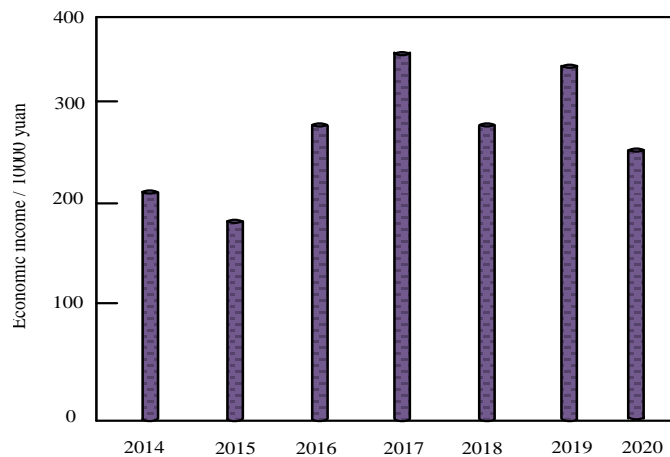
A wine culture industrial park is selected as the research area to study the design scheme of its wine culture tourism creative products.

### Analysis of conditions for developing wine culture tourism in the study area

Table 2 shows the statistical table of vineyard planting area and wine production in the study area in recent years, and Figure 5 shows the statistical results of economic benefits of the development of cultural tourism industry with wine as the theme in this area in recent years.

**Table 2.** Statistics of vineyard planting area and wine production

Year	Vineyard planting area (mu)	Wine production (10000 kiloliters)
2014	19563.4	1.5
2015	19987.2	1.7
2016	20145.7	1.8
2017	21058.3	1.9
2018	22361.1	2.1
2019	24597.4	2.3
2020	26343.6	2.5



**Figure 5.** Statistical table of economic benefits of wine culture tourism industry development

In addition to the advantages suitable for wine grape planting, a series of industrial base resources dominated by wine grape planting bases have been formed in the study area, which is also the advantage of developing local wine culture tourism.

### Design process of experiential cultural tourism creative products

The process of creative product design of experiential cultural tourism can be summarized as follows:

Define the design object. After determining the design, the general direction of the design is clarified. The topic is “experiential cultural tourism creative

product design based on cognitive psychology”. From the analysis of the topic, it is required to carry out follow-up design from cognitive behavior. Firstly, the definition of this content is understood. The generation of behavior is affected by psychology and physiology. Behavior not only represents people’s normal physiological response, but also reflects psychological needs, which is greatly related to personal physiological and psychological characteristics. Therefore, through the cognitive behavior performance, through the observation and summary of behavior performance, get the demand analysis, and then guide the design through the demand analysis.

Field research. After defining the design object,

explain the concept, classification, function, color and materials of wine cultural tourism products, conduct overall research and analysis on wine cultural tourism products, analyze the cases of wine cultural tourism products in combination with the current market, and summarize the design status of wine cultural tourism products, it also summarizes the development trend of wine culture tourism products in the future, so as to provide more theoretical and data references for the next wine culture tourism product design.

Analyze and summarize the survey. Through the field investigation, the characteristics of wine culture tourism products are summarized, and these characteristics guide the design.

Sketch. The design is carried out on the basis of summarizing information, and the most suitable scheme is selected through a large number of sketches.

Scheme making. After communication, start modeling, modification, rendering, typesetting and other work to complete the final scheme.

### Realization path of wine culture tourism product design

Fully considering the development status and characteristics of the study area, the specific implementation path of wine cultural tourism product design is given based on the experiential cultural tourism creative product design process:

Focus on cultural integration. As far as experiential wine culture tourism is concerned, themed experience should be related to themed wine culture, which is the core tourism attraction. Different from foreign wine culture tourism products, some domestic cultural tourism areas mainly focus on wineries, vineyards and other exhibits, ignoring the vitality of wine culture. Wine is a commodity with profound cultural heritage and a cultural commodity industry. Therefore, the refining of wine culture has become the first problem

to be solved in the design of experiential wine culture tourism products. The integration of wine culture and tourism culture has also become the focus of development. Figure 6 shows the integration structure of wine culture.

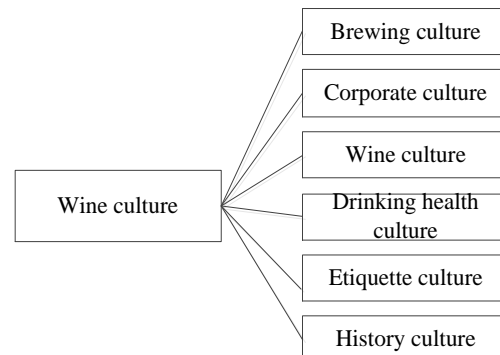


Figure 6. Wine culture integration structure

Through the analysis of theme culture, can carry out theme design by region and experience projects, package with wine culture, and guide project planning and product construction with experience tourism theory.

Scene design and activity mode. Experiential tourism requires space and time support. Experiential tourism emphasizes the design of a stage play, where tourists are actors, scenic spots are theatres, and employees are directors. Through a series of theme activities, tourists are guided to participate in it in a timely manner through active design - destination construction - on-site interpretation - guiding experience, and the three work together to create a happy experience show, see Table 3 for the activity location and mode of wine experiential tourism products.

Table 3. Activity design of wine experiential tourism products

Activity scene	Schedule	Participants	Activity flow
Participate in wine brewing	Year-round participation	Commentators and visitors	Sign up - confirm the list - visit the wine production process - taste wine
Visit the vineyard	August-October	Commentators and visitors	Registration - confirm the list - vineyard visit - picking
Participate in wine festivals	During the festival, the details shall be determined by the local tourism bureau	Anybody	Participate in relevant theme activities
Visit private winery	With the consent of the owner	Approved personnel	Registration - review - visit

Participatory activity product development. Wine culture tourism itself has the characteristics of participation, which is quite different from ordinary tourism. During the tour, tourists not only hope to have a "no understanding" tour, but also look forward to deeply experiencing each link of wine production. The attraction of stereotyped participatory activities to

tourists is only temporary. After experiencing once, the probability of revisiting is low. If want to attract tourists for a long time, should provide targeted customized personalized services for tourists, so that tourists can get a high sense of respect and achievement. For example, before entering the picking garden, provide tourists with work cards with their own



names, so that tourists can have a more real experience; When participating in wine brewing, provide one-to-one services for tourists, teach tourists to brew their own wine hand in hand, and provide tourists with private wine storage services for the wine made by tourists; Establish comprehensive customer history files and member services for tourists, improve the revisit rate of tourists, and make personalized services the selling point of enterprises. When wine tourism enterprises let tourists experience the service of "investing in what I like" through a series of personalized services, each tourist will leave a unique and unique experience and maximize the experience value.

Tourism route design. Wine culture tourists often participate in wine culture tourism based on different motives. If they only provide customers with a comprehensive tourism route, tourists can't deeply explore the scenic spots (activities) that can meet their needs, they have to rush to the next place, so they can't bring tourists a tourism experience that meets their own requirements. It is necessary to connect various vineyards, production plants, wine storage cellars and wineries, and develop a series of tourism routes such as wedding celebration routes, parent-child routes and one-day tours. The honeymoon route can be specially provided for newlyweds. Newlyweds can experience European style guest rooms, wine specialty restaurants, grape essential oil whole-body massage. In addition, they can also provide "private wine cellar" service to make newlyweds more excited. The theme of honeymoon travel is romantic and leisure experience. The route design of each activity experienced by newlyweds here is inseparable from this theme. Tourism activity routes with different themes aim at tourists with different needs, which can not only meet each tourist in the scenic spots or tourism activities they are interested in, but also meet the tourists' self-realization psychology.

Strengthen the concept of experiential development of wine culture scenic spots. The ultimate goal of tourism development is to realize the harmonious coexistence between man and nature, culture and environment, so that each subject can obtain its own maximum benefits. For tourists, they should experience wine culture and local characteristics through tourism activities, so as to obtain unforgettable experience; For scenic spots, operators should obtain the maximum economic benefits when providing tourism experience; For tourist destinations, should obtain the optimization of comprehensive benefits such as cultural inheritance, local publicity and community benefits. Tourists mainly obtain in-depth tourism experience through spiritual participation and physical participation. In the process of experiential design of the scenic spot, they pay attention to the creation of authenticity and create a real wine experience atmosphere for tourists. Multiple secondary systems such as material landscape image, local cultural image and corporate image should be

consistent with the overall image of the scenic spot.

Only in the above aspects can ensure the sustained and stable growth of the number of tourists and the more vigorous development of experiential cultural tourism industry.

## CONCLUSIONS

Through the above analysis, it can be seen that the experiential tourism product design based on cognitive psychology is in line with the needs of current social development. This paper fully combines the theory of cognitive psychology and clearly points out the direction and measures of product innovation design. Its ultimate purpose is to enable relevant technicians to work at the stage of product conceptual design, put forward the important scheme of scientific product design with higher efficiency and quality, so as to promote the rapid development of product design.

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## Contribution of individual authors:

Yongmei Song: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, manuscript preparation and writing the paper;

Menglong Zhu: made substantial contributions to conception and design, clinical evaluations;

Huifang Kang literature searches and analyses, participated in revising the article;

Jiyao Qi gave final approval of the version to be submitted.

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# STUDY ON THE THERAPEUTIC EFFECT OF MUSIC GUIDANCE ON DEPRESSIVE PSYCHOSIS

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## SUMMARY

**Background:** Modern music therapy research has confirmed that music can directly or indirectly affect people's psychological emotion and physiological function. As one of the important technologies for the treatment of depressive psychosis, music guided imagination is a treatment technology that combines music and imagination, that is, using music and imagination to open the psychological world of patients with depressive psychosis, and then change their ideological understanding, so as to achieve the goal of treating depressive psychosis.

**Subjects and methods:** In order to observe the effect of music guided imagination in the treatment of depressive psychosis, 64 patients with depressive psychosis in a class III class a psychiatric hospital were selected. Through the method of random sampling, they were divided into two groups: music guided imagination intervention group (32 cases) and routine nursing control group (32 cases). During the 4-week clinical intervention, both groups were given routine nursing measures, while the intervention group was treated with music guided imagination technology twice a week for 2 hours each time. By observing the control changes of concise Psychiatric Rating Scale (BPRS), Hamilton Anxiety Scale (HAMA) and Hamilton Depression Scale (HAMD) in the two groups before and after intervention, they were used to evaluate the psychotic symptoms, anxiety and depression of patients, and statistical analysis was carried out to draw the conclusion of clinical research.

**Results:** The results showed that there was no significant difference in BPRS scale score, HAMA scale score and HAMD scale score between the two groups ( $P > 0.05$ ). After 4 weeks of intervention, there was significant difference between the scores of the intervention group and the control group ( $P < 0.05$ ).

**Conclusions:** After the implementation of music guided imagination technology, the psychotic symptoms, anxiety and depression of patients in the intervention group were improved, while the psychotic symptoms, anxiety and depression of patients in the control group were not greatly improved. Therefore, it can be said that music guided imagination has a good effect on the treatment of patients with depressive psychosis. In short, music guided imagination therapy is a safe and low-cost intervention measure, which should be more widely used in clinical treatment as an effective adjuvant therapy technology.

**Key words:** music guided imagination - depressive psychosis - anxiety - psychological intervention - comparative study

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## INTRODUCTION

Music guided imagination (GIM), as a technology combining music and imagination, was first invented by Dr. Helen bonny. It is committed to studying the in-depth psychotherapy and the state of consciousness transformation. In the process of research, it is found that classical music has the best effect in the in-depth transformation of visitors' consciousness (Sønmez et al. 2019). In specific GIM treatment, different types of music need to be selected according to different stages of patients, mainly including "positive affirmation music", "death resurrection music", "experience music", "analysis and comfort music", "emotional counseling music", "imagination music" and "collective experience music" (Li et al. 2019). Due to the differences of different national cultures and therapists around the world, the choice and application of music are also changing and expanding. Therapists' choice and adjustment of music has been proved to be effective. However, the effect of music has two sides. Inappropriate music may aggravate the situation. Appropriate music can promote the transformation and healing of visitors. Therefore, in the selection of music, the principles that should be followed are: the selected

music can promote the formation of visual images, evoke emotional and emotional states, imply early memory, create positive feedback, promote physical relaxation and support spiritual experience (Latif et al. 2020). As a music therapy technology, music guided imagination has different theoretical orientations, including behavior theory, humanistic theory, psychodynamics theory and so on.

There are four procedures in the technical route of music guided imagination (see Figure 1 for details), namely introduction, introduction, music guided imagination and discussion. In the introduction stage of the first activity, the content of some activities is introduced. Group members know each other, and group members talk about their own problems and goals. In the subsequent group activities, the introduction stage is for members to talk about their own feelings of change, their own problems, etc. In the introduction stage, the relaxation music in CD is used to relax the whole body in combination with the muscle gradual relaxation guidelines listed in receptive music therapy. In the stage of music imagination, music and guiding language are also used to guide the imagination of group members. In the final discussion stage, group members share the content of imagination