Design of Service Framework Based on the Trip Experience of the Elderly – Take the cultural and historical scenic spot as an example

Ying Meng^{1,a}, Kaining Meng¹ and Jiahao Liu¹

¹ Xihua University, School of Art and Design, Chengdu, China

Abstract. The tourism market that serves the aged is already being paid more and more attention to with the trend of population aging, but there is still no suitable mode for the tourism of the old in the view of sightseeing, visiting, nostalgia and other qualities. Based on existing relevant research, the author adopts questionnaire and interview survey, this paper analyzes the present travel intention and pain point of the elderly and then investigates the historical and cultural sights of the city with large passenger flow through field investigation method. By summarizing the common characteristics of individual cases, this paper analyzes the common problems existing in our country's humanistic and historical tourist attractions and constructs a service framework suitable for the elderly to visit the cultural and historical scenic spots to improve the existing deficiencies.

1 The introduction

1.1 The analysis of the present situation of the elderly

The aging of the population has developed into a global problem. According to the survey data, by 2050, the population over 60 of age will increase from nearly 600 million in 2000 to nearly 2 billion, and the proportion of the population aged 60 or over is expected to double, from 10% to 21%.^[1] The fastest-growing rate of the population is the developing countries. As for our country, we are at the stage of the rapid development of population aging. At the end of 2015, the population of aged 60 and over has reached 212 million, accounting for 15.5% of the total population.^[2] It is expected that in 2025, it will break through 300 million and the proportion of the elderly population in China will reach 30% of the total population by 2050. Compared with the past, the elderly have higher incomes, more leisure time and more willingness to travel. Many elderly people are very active. They often travel, compared with young people, they spend more time on vacation and spend more on leisure activities.^[3]

1.2 Characteristics of the tourism market of the elderly

With the increasing number of elderly social groups, the elderly industry that meets the needs of older people's goods and services has shown unprecedented opportunities for development. The "silver hair

economy" promotes the vigorous development of the elderly tourism industry, and promotes the reform of the domestic tourism consumption market structure in a certain way. However, as a sunrise industry, the development of aged tourism market is not satisfactory.

According to the statistics of the National Tourism Administration, the number of elderly tourists aged 65 and above increased from 8 million in 2000 to 15 million in 2010. Although the growth rate was rapid, it still accounted for only 14% of the whole elderly group and less than 20% of the total tourism market. In the developed countries, the proportion of old tourism in the whole tourism market has reached 40%-50% 20 years ago.^[4] Therefore, the tourism market for the elderly in China is still not fully developed and has unprecedented opportunities. The research on domestic aged tourism is carried out under the hypothesis of "broad prospects for the aged tourism market", which largely ignores the research on tourism restriction factors. Therefore, it is of great significance to improve level of involvement of the elderly through studying the various restrictive factors in tourism.

1.3 The present situation of the tourism of the elderly

1.3.1 High attention of tourism enterprises and society

Most of the elderly travel rely on travel agencies. More and more travel agencies also attach more importance to

*Corresponding author: ^a Ying Meng: 437361971@qq.com

the tourism market for the elderly. Tourism enterprises will tailor their travel routes for the elderly to ensure that the elderly consumers get more safe, comfortable and high-quality tourism services. For example, in Shanghai, 1/6 travel agencies have launched activities with the theme of "silver hair Tour", and some travel agencies set up "department of the elderly", and some travel agencies are dedicated to serving for the elderly. At the same time, the industry association also attached great importance to the tourism of the aged, and gave greater support, set up all kinds of associations of the elderly, the elderly tourism association, the old university and so on have been all over the country.

1.3.2 The number of elderly people who want to travel is increasing

According to Maslow's Hierarchy of Needs, when people's physiological needs, security requirements and other lower level demands are satisfied, they will gradually pursue high-level spiritual needs. According to a survey by the Chinese Consumer Association in 2014, 45.2% of the elderly are willing to travel. This proportion has risen than in previous years, with 13.8% of its elderly people saying they are going to travel often, and 31.4% of the elderly saying they are going to travel occasionally. Therefore, with the increasing economic income and social security of the elderly gradually improved, more and more elderly people have not been satisfied with play in the scenery of living city, and going out with their friends to see the outside world becomes a kind of social needs and life fashion.^[5]

1.3.3 The safety of the elder people is much lower

Along with the growth of age, the physiological function of the elderly has degenerated, causing inconvenience. Many elderly people suffer from varying degrees of hypertension, hyperlipidemia, hyperglycemia, or some heart diseases. Therefore, the elderly tourists have higher requirements for travel safety and quality of service. But at present, the travel agencies in the market are far from enough in terms of the safety and security of the elderly. For example, there is no accompanying doctor during the tour. If there is any danger or difficulty on the way, they cannot get timely assistance. At the same time, some travel agencies in order to save costs and attract more elderly tourists, in the transportation, accommodation, catering arrangements and other aspects of low standard, resulting in a lot of elderly people are too tired or previous disease recurrence after traveling back, and they lose interest and desire to travel again.

2 Research method

This study aims to understand the difficulties and needs when the elderly have been the willingness to travel, and during the journey, after the trip. As well as the existing service mode and software and hardware facilities of the

cultural and historical scenic spots, and propose and build the scenic spot service framework.

2.1 The early research

We can draw a conclusion by studying the current situation of the tourism market of the aged that their travel willingness increase with time passing by, more and more elderly people wish to travel. And now the tourism market do not have specific service system that is fully suitable for the elderly, and that some scenic spots exist certain problems and imperfections for the elderly, so lots of elderly people are still hesitant and wait-and-see in travel, which leads the travel market for the elderly is not as desirable. In view of this phenomenon, the author conducted further investigation and research on the aged over 60 in the way of questionnaire.

The 60-70 year old accounted for 74.07% of the total number of questionnaires, 71-80 years old accounted for 23.46%, and the elderly over 81 accounted for 2.47%. From the results of the questionnaire that the elder people get the travel information mainly from the children, books, newspapers, and conversation between the elderly. As a result, we can see that the way for the elderly to obtain tourism information is relatively backward, and the current promotion of the service for the elderly still needs to be strengthened. The purpose of old people travel is very diverse, in addition to enriching life to relax body and mind, also to the nostalgia. In the area of hardware facilities, elderly people pay more attention to the improvement of public facilities.

The author makes a detailed inquiry, after learning that the elderly had an unhappy experience, 67.9% of the elderly had expectations about their next trip. 32.1% of them said the previous unpleasant experience will affect the mood of the next trip. The results of the survey once again confirmed that it is necessary to improve the tourism service system of the elderly.

2.2 Stage of development

After the preliminary questionnaire survey, the author conducted fieldwork in the cultural and historical scenic spot in Chengdu by simulating the travel habits of the elderly. The survey found that there are several common problems in most of the scenic spots: 1) In the aspect of hardware facilities, many scenic spots are not up to standard. for the elderly to visit. Figure 1 is a live shot of the Qingyang Palace and Cultural Park in Chengdu. As shown in the figure, the number of public rest areas on both sides of the hard road is clearly insufficient, and many narrow roads have no seats on either side, resulting in so many tourists take a piece of paper to sitting on the ground for rest. 2) Later tracking on the signs of drinking water and medical service point, the number of drinking water points in the scenic area is low, or the drinking water point cannot be used; Following the instruction path of the medical service point, it was found that there was no corresponding medical facility at the end. The setting point did not play a corresponding role. 3) There

are few barrier-free channels for public facilities in the scenic area. Through these phenomena indicated that the present scenic spot does not have a complete service system for the elderly, and many facilities fail to meet the standards that the elderly are willing to travel. This is a very important reason why the elderly tourist market has not achieved the expected effect.

Figure 1. Cultural Park Qingyang Palace

Combined with questionnaire survey and field survey results, and then the author have a user interview with three old people, as follows.

Interview content	Interviewee 1	Interviewee 2	Interviewee 3
How old are you?	Sixty-four	Seventy-two	Seventy-five
Would you like to travel?	Yes, I'd like to very much. I like traveling.	Yes, if there are no things to do in my family.	Yes, I like traveling before. But now I cannot go to some places because I'm in a low state of health.
How many times do you travel in a year?	Maybe four places or so.	Maybe two times if I have nothing to do.	Maybe one. It depends on my physical condition.
Trip purpose/ The reason that restrict your journey	I have nothing to do, so I travel to places that I've never been.	It's hard to plan a trip because my children are too busy.	I have some trouble with walking, therefore I cannot bear too long walking.
If the tourism spots do some improvements to the existing hardwafacilities (increasing the number of drinking spots, seats, and ramps) and improve the medical service system, will it be a factor that will attract you to travel?	Yes, it would be best if this can be improved. Especially the increase of seats, I can not find a place to take a rest in many places after walking a long distance.	Yes, of course. It would be better to add these facilities. The idea of the drinking point is also very good because the water in the scenic spot is very expensive.	Yes, this medical service system will reassure me a lot when I go out (play). The increase of ramps and seats will bring a bit crippled people like me much convenience.
If the scenic spot provides services for picking up and arranging accommodation, will it be convenient for you to travel?	Arrangement for pick-up and drop-offs is very convenient, and I expect the accommodation arrangements can provide different standards.	Arranging accommodation is convenient because it takes a lot of time for children to find accommodation. But I still have some concerns about prices.	I hope there is a pick-up service. Accommodation is usually arranged by my children.
Do you need to add online (WeChat) customer service to help you solve problems encountered in the scenic area.	Yes, it's very convenient and worry-free.	Children may like it. I am not very skilled in operating WeChat.	Maybe, but my children will definitely like it.

Figure 2. User interview chart

We can see from the table that the degree of concern of the elderly for the change of facilities in scenic spots is high, such as adding the drinking water point, increasing the quantity of seat and rest area. For the elderly with recessive disease, improving the medical assistance points in the scenic area becomes their focus. And they also are interested in the upgrade of soft service, such as scenic spots arrange vehicles to pick up the elderly, arrange hotel in advance for the elderly come from afar etc.

3 Build the service framework

Based on the above comprehensive survey on the tourism market of the elderly, the author simulates a storyboard from the start of the journey to the end of the tour. 1)Before the trip. The elderly can contact the scenic spot by themselves (old people who are not proficient in the Internet can use the phone to contact the customer service), to discuss travel arrangements. For tourists who are planning to travel for days, the scenic spot can

arrange accommodation and transport for the elderly in advance; For local visitors, they can choose to go to the scenic spot by taking the nearest scenic spot bus. The entrance of the scenic spot will set up a special window for the reserved visitors— After buying a ticket, the elderly can enter the scenic spot directly. 2)After entering the scenic spot, rental services are provided for old people(or disabilities), such as alpenstocks, crutch chairs, etc, there also have umbrellas, rain capes, kneecap and so on everyday goods. The scenic spot is set up to serve the elderly's guidance system and guide their travel route. At the same time, medical assistance station has medical staff on duty during the opening hours of the scenic spot, and the scenic spot provides medical drugs for the elderly

Stage	Actions	Content
Inquire customer service		Uncle Li and Aunt Li have recently planned to visit the X site. They have seen a special service customer service at the X site, so they call the service personnel of the site to book travel itinerary, including prices, transportation, accommodation and other related matters.
Pick-up service		Visitors from both the city and outside the city can enjoy the pick-up service provided by the tourist attractions by making appointments with scenic spots in advance, visitors from both the city and the city can enjoy this service. -City - the nearest pick-up point from home -Outside the city - transportation hubs like airports and railway stations.
Pick-up service		The scenic spot provides services for tourists to arrange accommodation. (for tourists outside the city) -Received tourists from the city and sent them directly to the attractions. -Received tourists from outside the city and arranged for visitors to leave luggage at the hotel.
Enter the attraction		At the entrance of the attraction, a special window is set up for Uncle Li and Aunt Li (order through this reservation service in advance). They do not need to wait in line to buy the ticket again and can enter the park directly.
Leasing service		After entering the area, there is a rental service for the elderly (motor barriers) such as walking aids like trekking poles and crutch chairs and daily necessities like umbrellas, ponchos and knee pads.
Guide System		In the interior of the scenic spot, a series of camera guide systems are made for the elderly to guide them to the proper attractions. The guide system will point to the nearest drinking point and medical aid point.
Rest area		The interior of the scenic spot is equipped with a proper number of public seats and rest areas for the temporary rest of the tired old people or others tourists.
Accessible Channel		Set up standards-compliant ramps at places with height differences, such as public toilets, pavilions and some paths to the landscape to provide services to elderly people with limited mobility.
Leave the attraction		After the tour, the elderly can take the pre-arranged vehicles to the next destination at the scenic exit
Customer service return visit		After the play, we will make a timely return visit to the service system and the quality of the scenic area, listen to the elderly's suggestions for improvement, and convey to them that we will offer the corresponding preferential treatment if the elderly are willing to come again.

Figure 3. Trip storyboard

with the possibility of sudden illness. The scenic area is equipped with sufficient seats in the public rest area to provide temporary rest for the tired tourists; In public toilets, pavilions and other buildings to set up a standard ramp, for the mobility of the elderly convenience. 3)At the exit of the scenic spot, the elderly can go home or go back to the hotel by courtesy bus. 4)Last but not least. The service personnel of the scenic spot will play a timely return visit for this service system and the quality of the scenic spot, the aim is to listen to the old man's suggestions for improvement. This system of service hope to truly serve the old man. To pave the way for more complete service design in the future. See figure 3.

After building the service framework, the flow chart of the elderly was simulated, which shows more intuitively that the elderly have begun to make contact point with scenic spots when they have a travel plan. Each contact point will affect the satisfaction of the old people to the scenic spots and the overall trip, and even it will produce positive or negative radiation towards the subsequent travel.

Figure 4. Trip flow chart

4 Brief summary

Through the analysis of the current situation of the elderly tourism market, the investigation and analysis of the elderly's willingness to travel and the actual travel situation, we can see that there are still large vacancies in the tourist market of the elderly. A complete set of elderly tourism service system will greatly improve the current tourism situation. Under the trend of aging, the Chinese government attaches great importance the problem of population aging, and actively develops the cause of aging. It has initially formed a working pattern of government leading, social participation and the concern of the whole people for the aging industry. The tourism service of the elderly is still in the embryonic stage. There will be much research space in the future. We hope this paper can make a preliminary guidance to the tourism service industry of the elderly and improve the elderly's experience of traveling through service design.

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