

Tourism Product Innovation Based on the View of Postmodernism

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Abstract Under the post-modern philosophical influence, post-modern tourism first emerged. Postmodern tourist consumption demand increasingly emotional, individuation, experience, active greening, culture, and beautification. Postmodern tourism product innovation in product development concept design experience in product development, in the product development of the individualized product development, in the product development process of consumer attention and interaction, and gives the green connotation of tourism products, etc.

Key words Tourism product innovation; Postmodernism; Post-modern tourism

1 Introduction

Mankind has entered into the experience to or post-modern philosophy thoughts, popular, the postmodern tourism. Tourism is the modern tourism of post-modernism in leisure, communication and aesthetic of tool rationality and utilitarian severely criticizes after one of the tourism new claims, it's essence is a kind of open, follow one's inclinational, game mentality towards the multicultural, multiple choice and various paths to crack of modern tourism publicity, strip off its commercialization, returns to original features of tourism, recreation, and aesthetic essence of empiricism, on the external unpredictable to experience life color, thus rebuild tourism creativity and imagination. According to the tourist consumption market tendency of tourism products, postmodern urgently innovation to adapt to market changes of new trend.

2 The Meaning and Significance of Tourism Product Innovation

Product is the core and soul of the enterprise to meet consumer desires and needs, to achieve corporate profitability goals carrier material or intangible. Create innovative products for the definition of the Organization for Economic Cooperation and Development (OECD) that product innovation to the product in order to provide new or better services and products that technological changes occur^[1]. Professor Fu Jiayi scholars aimed at product innovation are new or have some kind of improvement, improvement of products and equipment^[2]. The Professor Hu Shuhua think that innovation is the establishment of modern enterprise products based on the concept in the overall product market-oriented system engineering. It consists of a single technology, product breakthroughs and improves, but also from product development and design to marketing, the combination of the whole process of innovation^[3].

The innovation of tourism products in order to better meet the changing needs of the tourism market, while the existing tourism product innovation or restructuring, or development of new tourism products, thus continuing profitability for tourism-related business activities in combination.

Tourism product innovation is the demand for tourism enterprises to adapt to the changing tourism market must deal with; tourism product innovation is also the tourism enterprises build the fundamental guarantee for continued profitability; tourism product innovation is the increasingly fierce market competition, tourism enterprises objective need; tourism product innovation is to promote tourism industry sustained and healthy development of the fundamental driving force.

3 New Trend of Tourism Consumption Under the Influence of Postmodernism

3.1 Tourism rational consumer demand shifted to the emotional

In accordance with Maslow's hierarchy of needs, human needs are great in the material after the satisfaction of spiritual needs will be increasingly concerned. Man about to enter the experience economy era, the traditional mass tourism products in order to not arouse the consumer's motivation tourism, tourism products and services to consumers concerned about the quality, pay more attention to emotional needs. Consumers pay more attention to tourism products and services and self-close degree of preference for those who can resonate with the self-psychology, or to achieve self-worth of products and services.

3.2 The standardization of travel content in consumer demand shifted to the individual

In the era of mass tourism, with tourists becoming more extensive travel experience, tourism

products and services on a more critical, the traditional standardized products and services have been so tired of tourists, they begin to manifest themselves to pursue tourism products and individuality services, the increasing level of non-herd mentality. The traditional single, mass tourism products show increasing micro-, and other various forms of mountain tourism, adventure tourism, thematic tourism, and other items as personalized, participatory and strong features, but keep a strong reaction by the market.

3.3 Tourism value of the material of consumer demand turning to the experience

Consumption value from the target point of view, from the emphasis on tourism product consumers shift to focus on their own experience of receiving products, they no longer focus on results, but the emphasis on process. Experience is an intangible value-added products, its essence is the basis of product features to consumers a better consumer experience and pleasure of the consumer experience.

3.4 Passive consumer demand and tourism-based turning to the active

Tourism consumer experience economic times are not satisfied with the passive acceptance of tourism enterprises products and services, but active participation in product design and manufacturing. Consumers and businesses with more hope, according to a new life in consumer awareness and consumer demand development resonates with them products and services.

3.5 Awareness of tourism consumption demand of the people of the shift to green

With the rapid socio-economic development and sustainable development concept of universal, tourism consumers continue to increase public awareness of environmental protection, green tourism demand is increasing. In recent years, eco-tourism products selling well are a good example. More and more consumers recognize the tourism environment of the human importance of the living environment around the starting value, attention to quality of life, the pursuit of sustainable consumption, and in the tourism expenditure in the tourism products through the purchase of green to reflect their concept of ecological environment, to become green tourism consumers.

3.6 Tour the material content of consumer demand turning to the culture

In recent years, the tourism business community, cultural and sports tourism product demand on the rise. As the socio-economic sustainable development and continuous improvement of people's income levels, tourist and cultural qualities of their own are also rising, so the traditional local culture and cultures are of great concern to consumers caused by tourism, they will act in close and culturally relevant tourism products and services to expand their knowledge of content and cultural accomplishment.

3.7 Travel consumer demand entertainment motivation to beautify turn

Spirit of the famous psychologist Sigmund Freud in the analysis of human motive, that the pursuit of beauty is an important form of motivation. People living in the pretty are the measure of value, because individual differences, the pretty and the requirements of knowledge are different, reflected in the consumer behavior is also quite different. Pretty consumer demand is mainly reflected the motivation inherent in the products and services, the value of the objective form as well as the consumer the pretty to create beauty, and beauty^[4].

4 Based on the Perspective of Postmodernism Tourism Product Innovation Measures

4.1 The principle of tourism product innovation

4.1.1 Market-oriented principle

Tourism product innovation is able to satisfy consumers' needs and achieve good economic benefit, speak most market. Only with the market demand and social needs of the tourism products, can obtain the broad market and strong vitality. Therefore, in the new product development, tourism enterprises must be careful thorough understanding of the market research, the real situation, market demand for new product development of feasibility analysis, according to the research results and decisions.

4.1.2 Experience principle

The modern tourist consumption psychology is an important change in pursuit of an unforgettable experience, eager to participate in the unique. Tourism product innovation should as far as possible to protect tourists. This experience is not only reflected in the process of tourist consumption, even in the product design process, such as by visitors to the design of tourism products, please visitors to participate in the process of tourism product development design etc.

4.1.3 Emotionality principle

With the development of tourism consumers' income levels rising consumer demands for tourism products will constantly strengthen emotional, tourism product innovation design must consider the

emotional needs of tourists. If you can give product abundant emotion connotation, and can cause tourism consumers by consumer, will resonate.

4.1.4 Personalized principle

Develop new products not only should travel to more entertaining and comfort, should pay attention to the product's personality, because the postmodern tourism consumers very tend to choose his personality, in the design of products and services to also want to notice the difference and provide personalized service, satisfies consumer individuality of psychological need. In products and services are reflected on modern tourism product innovation personalized important principle.

4.1.5 The green design principles

Green consumption is a kind of sustainable consumption. Green consumption emphasizes social responsibility. Tourism product innovation design requirement of man and nature, man and the culture of the people and the environment, harmonious coexistence. Concrete design direction shown in three aspects: one is to make travel consumers in the differentiation, personalized experiences and physical activity in pursuit of enjoyment, obtain unforgettable memories: two is to provide experience in travel operators and emotional consumption, obtain long-term development opportunities and sustained economic benefit. Three is to let tourist destination in the social economy culture in interaction. Get comprehensive benefit maximization.

4.2 Tourism product innovation strategies

4.2.1 In the product development concept experience type of product development to meet consumers' idea tourist experience of new trend

Tourism product itself is a kind of enjoy product, should pay attention to realize the requirement of consumer and experience, in order to satisfy the demand of consumer psychology and spirit to realize the value of the products. If the world-famous Disneyland is the earliest experience-based tourism products, one of the classic represents the key to its success lies in its consumers for the consumption psychology, in paradise on product development for tourists creates a mythical world, let visitors to experience thrilling and happiness. Consumers from Disney meet their spiritual and psychological needs, thus became the most successful global Disneyland theme park.

4.2.2 In the product development of the individualized product development to meet consumer concept personalized travel and emotional new trend

In modern times, to satisfy consumers' travel personalized and emotional psychology demand, the enterprise in the product development process must be in the psychological characteristic of consumer behavior patterns, and psychological needs, based on the development of consumer psychology can closely, can produce psychological resonates with consumer products satisfactory. In recent years, as some domestic travel "thousands of old man swam jiangnan", "long march route again", "red tour" products such as by market backlash, etc. All of the individualized product custom-made for tourists can bring distinctive unique experience.

4.2.3 In the product development process on the participation and interaction with customers satisfy tourist consumer concept of active new trend

Postmodern travel times tourism consumers tend to participate in product design and production, hope to create the participation by himself for his psychological demand of products and services. In order to adapt to the concept of active consumer new trend, tourism product production enterprises shall in product design and development process to absorb the active participation and consumers by consumer's participation, production to customer satisfaction and customized products and services. Therefore, the production enterprises shall strengthen the tourism and tourism consumers, to grasp the interaction of individual consumers' willingness to satisfy personalized products, production of consumer demand to gain profit.

4.2.4 Given the green connotation of tourism products to satisfy consumers' awareness of the ecological tourism new trend

Green consumption is a kind of sustainable consumption, so the development of tourism products shall conform to the society and the consumer awareness, constantly developed for natural and social sustainable development and promote consumer health of body and mind, outstanding tourist products green product of green culture connotation. If a ski trip, hiking, exploration of tourism products in green tourism market cause backlash, precisely because they meet the consumer pursuit in the new trend of ecological tourism consumption^[5].

5 Conclusion

Under the post-modern philosophical influence, post-modern tourism first emerged. Postmodern tourist consumption demand increasingly emotional, individuation, experience, active greening, culture, and beautification. Postmodern tourism product innovation in product development concept design experience in product development, in the product development of the individualized product development, in the product development process of consumer attention and interaction, and gives the green connotation of tourism products, etc.

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