

A study of the interaction between public design experiences and visitors' emotional connections in place brand image

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Abstract: This study aims to explore the interaction between public design experience and tourists' emotional connection in shaping the brand image of a place. With the rapid development of tourism, the brand image of a place is becoming an important factor to attract tourists, and the importance of public design experience as the main way of interaction between tourists and places is becoming more and more prominent. In this study, the theoretical foundations of public design experience, tourists' emotional connection and place brand image are firstly summarized through literature review. Visitors' emotional connection plays an important mediating role in this process, and the synergistic effect of design experience and emotional connection is further emphasized. The results of this study provide useful insights for tourist attractions and urban planners, that is, they should pay attention to the details of public design and the exploration of tourists' emotions, in order to enhance the brand value of the place.

Key words: public design experience; emotional connection of tourists; place brand image; tourism

1 Introduction

With the booming development of global tourism, the brand image of a place has become an important factor in attracting tourists and improving competitiveness. In this context, public design experience, as a key medium of interaction between tourists and places, has gradually attracted extensive attention from both academia and practice [1]. Public design is not only about visual aesthetics and functional realization, but also influences the emotional experience of tourists in a subtle way, thus shaping the brand image of a place. However, the interaction between public design experience and tourists' emotional connection is still under-researched, especially the role of public design in the process of brand image construction has not been fully explored. Therefore, this study aims to reveal how public design experiences can enhance visitors' emotional connection and influence the brand image of a place, so as to provide new theoretical perspectives and practical guidance for the related fields.

2 The theoretical basis of the public design experience

2.1 Definition and characteristics of public design

Public design refers to the overall design and planning of public spaces to meet the needs of different people. It not only covers the design of physical environments such as buildings, landscapes and public facilities, but also includes the creation and management of non-physical elements such as social behavior and cultural atmosphere [2]. The core objective

of public design is to provide a comfortable, enjoyable and symbolic space for the public by integrating functionality, aesthetics, sustainability and culture [3].

Public design is characterized by the following key features. It is diverse and inclusive, and the design needs to meet the needs of different groups of people, including residents, tourists, children, the elderly and so on, and must take into account the behavioral patterns and usage needs of different groups. Public design focuses on interactivity and participation, and promotes interaction through design to enhance community cohesion and social relations. The use of public artworks and recreational facilities can encourage people to stay and interact. For example, through the installation of public artworks and leisure facilities, people are encouraged to stay and communicate in the space.

2.2 Components of a public design experience

The components of the public design experience mainly include visual, auditory, tactile, olfactory and gustatory experiences, as well as social interaction and cultural background. Visual experience is the most intuitive, which influences the first impression and overall feeling of visitors through elements such as color, shape, lighting and spatial layout. Auditory experience influences visitors' emotions and behaviors through background music, natural sounds and environmental noise. Tactile experience involves the texture, temperature and tactile feedback of materials, which directly affects visitors' comfort and satisfaction. Olfactory and gustatory experiences, although less common than other sensory experiences in public design, can also enhance memory points and emotional connections through smell and taste. Social interaction is an important part of the public design experience. Promoting communication and interaction between people through design can enhance visitors' sense of belonging and identity.

3 The theoretical basis of tourists' emotional connection

3.1 Definitions and theories of emotional connections

Emotional connection refers to a lasting and deep emotional bond between an individual and an object (e.g., a brand, a product or a place). This emotional bond not only affects the individual's attitude and behavioral choices towards the object, but also determines the individual's loyalty and dependence to a large extent. In the field of brand management and consumer behavior, emotional connection is regarded as the core of the relationship between brands and consumers. The theoretical basis of emotional connection originates from the emotion theory and social exchange theory in psychology. Emotion theory emphasizes that emotions are the driving force behind human behavior, and that positive emotions promote positive behaviors such as purchase, recommendation and loyalty, while negative emotions may lead to resistance and alienation.

3.2 The formation mechanism of the emotional connection of the tourists

The emotional connection of tourists usually stems from their personal experience, which includes the ambience, facility design, service quality, and interaction with the local culture, etc. These factors together shape the overall experience of the tourists, which in turn creates emotional resonance at the psychological level. Social interaction also plays an important role in the formation of tourists' emotional ties. Interaction with other tourists, local residents or tour guides can enhance tourists' emotional attachment to the place, thus deepening their sense of identification with the place. Individuals' subjective perceptions and past experiences also affect the strength and nature of their emotional ties. For example, tourists' knowledge of a venue's historical memory or cultural significance can stimulate their inner emotional resonance and further consolidate their emotional ties.

4 The brand image of the public design experience and the emotional connection of the tourists

4.1 Strategy to build a local brand image

The strategy of building the brand image of a place should be centered on enhancing the uniqueness of the brand, its recognition and the emotional connection of tourists. The core value and unique selling point of the venue should be clearly defined, and the brand connotation should be conveyed through unique design language and visual symbols. This brand connotation should not only reflect the culture and history of the venue, but also incorporate modern elements to form a perfect combination of tradition and innovation. Secondly, the brand image of the venue should focus on consistency, all the design elements such as logo, color, font and signage system need to be maintained in a unified manner to create a coherent and impressive overall image.

4.2 The practical application of public design in brand recognition

The application of public design in the brand image of a place is mainly reflected in its function as a communication medium. Through public design, the core value and uniqueness of the brand are conveyed to visitors in an intuitive way. The design of public facilities, such as seating, signage, lighting, etc., should fully reflect the visual elements of the brand, so that when visitors use these facilities, they can feel the presence of the brand and cultural atmosphere. Public design should also consider the participation and interactive experience of visitors, through the installation of interactive devices, information display wall, etc., to encourage visitors to take the initiative to explore and experience, so as to deepen their memory and recognition of the brand. The public design should emphasize the integration with the natural environment and cultural background of the place, ensure the coordination and unity of the design style, and enhance the overall aesthetic value and visitors' experience. Through these design practices, public design plays a key role in enhancing brand image recognition and emotional connection.

4.3 Design methods to improve the emotional connection of the visitors

Design approaches that enhance visitors' emotional connection should focus on creating place environments with emotional resonance and immersive experiences. Through emotional design, visitors' sensory experience and emotional resonance can be stimulated. For example, through multi-sensory elements such as sound, light, shadow, and smell, a unique spatial atmosphere can be created, allowing visitors to deeply immerse themselves in the place and create emotional resonance. The design should emphasize personalized experience to meet the emotional needs of different visitors. Through flexible and diversified experience methods, such as personalized services, customized activities, etc., visitors can find a unique emotional connection point in the place, enhancing their sense of belonging and identity.

5 Conclusion

This paper investigates the interaction between public design experience and visitors' emotional connection in the brand image of a place. By analyzing the strategies of brand image construction, the practical application of public design in brand image, and the design methods to enhance the emotional connection of tourists, we find that public design plays an important role in brand communication and tourists' interaction. Public design not only conveys the core values and cultural connotations of a brand, but also enhances the emotional engagement and sense of belonging of tourists through the creation of unique sensory experiences and personalized services. This interaction makes public design an indispensable part of the brand image of a place, and helps to enhance the brand's market competitiveness and attractiveness.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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