RURAL TOURISM DESIGN STRATEGY UNDER THE IMMERSIVE EXPERIENCE—A CASE STUDY OF TERRACED FIELDS IN QINGKOU VILLAGE, YUANYANG, YUNNAN, CHINA

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ABSTRACT

Objective: The objective of this study is to explore the current problems of rural tourism in Yuanyang Turnip Kou through the study of the immersion concept, and its main purpose is to explore the development strategy of rural tourism in Turnip Kou under the immersion concept, and its ultimate goal is to promote the economic.

Theoretical Framework: In this topic, the main concepts and theories that underpin the research are presented. Immersive experience stand out, providing a solid basis for understanding the context of the investigation.

Method: The methodology adopted for this research comprises case study, and the specific practice and effect of immersive experience in rural tourism improvement are analyzed through interviews and observations. Focus on examining the immersive experience concept, implementation process, participant feedback and impact on local economic, social and cultural development of art projects.

Results and Discussion: Combining rural tourism and immersive experience is conducive to creating colorful rural tourism activities and enhancing the interest of tourists in the tourism process.

Research Implications: This study provides valuable concept of immersive experience, this paper will analyze the characteristics of immersive experience and the development of tourism in Qingkou Village, and discuss the application method of immersive experience in rural tourism, so as to promote the sustainable development of rural tourism in Qingkou Village in Yuanyang.

Originality/Value: This study has great significance to study the design strategy of immersive rural tourism using the terraced fields of Turnip Kou Village in Yuanyang, China as a case study. Combining local culture with the concept of immersive experience, creatively designing rich experience programmes, such as farming interaction and handicraft experience, will deepen tourists' understanding of local culture. Enhance the experience with the help of modern technology, such as virtual reality. This move not only taps into local culture, but also promotes the sustainable development of rural tourism.

Keywords: Immersive Experience, Rural Tourism, Yuanyang Terraced Fields, Qingkou Village.

RESUMO

Objetivo: O objetivo deste estudo é explorar os problemas atuais do turismo rural em Yuanyang Turnip Kou através do estudo do conceito de imersão, e seu principal objetivo é explorar a estratégia de desenvolvimento do turismo rural em Turnip Kou sob o conceito de imersão, e seu objetivo final é promover a economia.

Estrutura Teórica: Neste tópico, são apresentados os principais conceitos e teorias que sustentam a pesquisa. A experiência imersiva se destaca, proporcionando uma base sólida para entender o contexto da investigação.

Método: A metodologia adotada para esta pesquisa compreende estudo de caso, e a prática específica e o efeito da experiência imersiva na melhoria do turismo rural são analisados através de entrevistas e observações.

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Concentre-se em examinar o conceito de experiência imersiva, o processo de implementação, o feedback dos participantes e o impacto no desenvolvimento econômico, social e cultural local de projetos de arte.

**Resultados e Discussão:** Combinar turismo rural e experiência imersiva é propício para criar atividades coloridas de turismo rural e aumentar o interesse dos turistas no processo de turismo.

**Implicações da pesquisa:** Este estudo fornece um conceito valioso de experiência imersiva, este artigo analisará as características da experiência imersiva e o desenvolvimento do turismo na aldeia de Qingkou, e discutirá o método de aplicação da experiência imersiva no turismo rural, de modo a promover o desenvolvimento sustentável do turismo rural na aldeia de Qingkou em Yuanyang.

**Originalidade / valor:** Este estudo tem grande importância para estudar a estratégia de design de turismo rural imersivo usando os campos de terras da aldeia de Turnip Kou em Yuanyang, China como um estudo de caso. A combinação da cultura local com o conceito de experiência imersiva, a concepção criativa de programas de experiências ricas, como a interação agrícola e a experiência de artesanato, aprofundará a compreensão dos turistas sobre a cultura local. Aprimore a experiência com a ajuda da tecnologia moderna, como a realidade virtual. Este movimento não só explora a cultura local, como também promove o desenvolvimento sustentável do turismo rural.

**Palavras-chave:** Experiência Imersiva, Turismo Rural, Yuanyang Terraced Fieldst, Qingkou Village.

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**ESTRATEGIA DE DISEÑO DE TURISMO RURAL BAJO LA EXPERIENCIA INMERSIVA: UN ESTUDIO DE CASO DE CAMPOS EN TERRAZAS EN LA ALDEA DE QINGKOU, YUANYANG, YUNNAN, CHINA**

**RESUMEN**

**Objetivo:** El objetivo de este estudio es explorar los problemas actuales del turismo rural en Yuanyang Turnip Kou a través del estudio del concepto de inmersión, y su propósito principal es explorar la estrategia de desarrollo del turismo rural en Turnip Kou bajo el concepto de inmersión, y su objetivo final es promover la economía.

**Marco teórico:** En este tema se presentan los principales conceptos y teorías que sustentan la investigación. Destacan las experiencias inmersivas, que proporcionan una base sólida para comprender el contexto de la investigación.

**Método:** La metodología adoptada para esta investigación comprende el estudio de caso, y la práctica específica y el efecto de la experiencia inmersiva en la mejora del turismo rural se analizan a través de entrevistas y observaciones. Centrarse en examinar el concepto de experiencia inmersiva, el proceso de implementación, la retroalimentación de los participantes y el impacto en el desarrollo económico, social y cultural local de los proyectos de arte.

**Resultados y discusión:** La combinación del turismo rural y la experiencia inmersiva es propicia para crear actividades de turismo rural coloridas y aumentar el interés de los turistas en el proceso turístico.

**Implicaciones de la investigación:** Este estudio proporciona un valioso concepto de experiencia inmersiva, este artículo analizará las características de la experiencia inmersiva y el desarrollo del turismo en la aldea de Qingkou, y discutirá el método de aplicación de la experiencia inmersiva en el turismo rural, con el fin de promover el desarrollo sostenible del turismo rural en la aldea de Qingkou en Yuanyang.

**Originalidad/Valor:** Este estudio tiene gran importancia para estudiar la estrategia de diseño del turismo rural inmersivo utilizando los campos en terrazas de Turnip Kou Village en Yuanyang, China, como un estudio de caso. Combinar la cultura local con el concepto de experiencia inmersiva, diseñando creativamente programas de experiencia rica, como la interacción agrícola y la experiencia artesanal, profundizará la comprensión de los turistas de la cultura local. Mejore la experiencia con la ayuda de la tecnología moderna, como la realidad virtual. Esta iniciativa no solo se basa en la cultura local, sino que también promueve el desarrollo sostenible del turismo rural.

**Palabras clave:** Experiencia inmersiva, Turismo Rural, Campos Terrazados de Yuanyang, Aldea Qingkou.
1 INTRODUCTION

Immersive experience is considered a new, deeply participatory way of travelling in the tourism industry, which achieves a richer and deeper travel experience by allowing tourists to fully immerse themselves in the culture, environment and lifestyle of the destination. Compared with traditional sightseeing tourism, immersive experience focuses not only on the surface viewing of attractions, but also emphasises the emotional connection and cultural exchange between tourists and destinations.

As an important branch of tourism, rural tourism has gradually gained attention in recent years. Compared with the hustle and bustle of the city, the countryside, with its original natural scenery, simple folk culture and unique local flavour, attracts more and more tourists to find a kind of intimate contact with nature, land and humanity. Against this background, how to further enhance the attractiveness and competitiveness of rural tourism through the design strategy of immersive experience has become one of the hot issues in current rural tourism research.

As a typical representative of rural tourism, the terraced fields of Turnip Village in Yuanyang, China, have a world-famous terraced field landscape, which attracts a large number of tourists to come to sightseeing with its magnificent natural scenery and long history of farming culture. However, the traditional mode of sightseeing often only stays in a simple tour of the attractions, lacking in-depth experience and communication. Therefore, for the specific case of the terraced fields in Turnip Village, the study of rural tourism design strategies under immersive experience not only helps to further explore and inherit the local cultural heritage, but also can provide important reference and learning for improving the quality and experience value of rural tourism.

2 THEORETICAL FRAMEWORK

2.1 IMMERSIVE EXPERIENCE

Immersive experience is the ability of users to be completely immersed in a certain
interactive environment, which is usually created by computer programs or virtual reality technology, and can simulate the user's sensory experience, such as sound, vision, touch, etc. It integrates new media art, installation art, digital image, special effects, lighting equipment technology, etc. Through projection fusion technology, the projection screen is projected onto a large or multi-faceted projection screen, with sound, light, smoke, etc., to surround the audience from all levels, fully cover the audience's perspective, and interact with the audience through intelligent control of the interactive induction system, so that visitors can immerse in interesting Leave pleasant memories in the dreamlike experience1. With the advancement of technology, there are more and more types of immersive experiences, and the scope of cross integration with other things is increasing. Projects such as immersive dramas, immersive exhibitions, and immersive entertainment are springing up like mushrooms after rain.

2.2 IMMERSIVE CHARACTERISTICS

2.2.1 Story Nature

Immersive experience is a physical story where participants can personally experience the designer's ideas or arranged storylines. It takes storytelling as its main theme, and each space is closely related to the plot and unique. The audience will embark on a carefully designed storyline and "shuttle and adventure" in different spaces. Viewers can also make different choices based on their preferences, entering different plot spaces and experiencing one-on-one storyline interactions. For example, the large-scale immersive "Mount Huangshan Mountain" project, combined with INFOPLAY technology, enables the ultra-high definition images captured by the information acquisition equipment to be optimally displayed. The built-in image correction function and image color processing function make the image outline displayed on the large screen clearer, the picture smoother, and the color expression ability stronger. It can support multiple different signal inputs, and realize the functions of multi-channel signal open window display, arbitrary roaming and scaling of windows, arbitrary superposition of video and computing signals, so that the audience can enjoy the immersive experience of Mount Huangshan in four seasons, leaping over the sea of clouds, and crossing the strange pines: the sea of clouds in Mount Huangshan rolls at the foot, the change of four seasons is like floating clouds, and strange pines and rocks rise in front of them.
2.2.2 Characterization

Characterization indicates that participants can find themselves in an immersive experience, highlighting their personal self-identity. The audience is no longer isolated from each other as before, but can immerse themselves in the theatrical performance through the interaction of design developers and setting of scenes, as if the audience has also become actors, and they can grasp the pace and rhythm according to their own preferences or on-site atmosphere. Immersion transforms the audience's identity from being a "viewer" to being a "participant", creating an immersive experience through the two-way communication and interaction between the play and the audience. To some extent, immersive experience is an extension of environmental drama in the postmodern context, and its essence also belongs to environmental drama.2

2.2.3 Interactive Quality

The term "interaction" first appeared in English, meaning to interact, influence, and interact with each other; It is a process of mutual connection and interaction. In Chinese, it refers to the interaction between people and things, which can be divided into sensory interaction, emotional interaction, rational interaction, etc. It now refers to mutual participation, influence, and interaction. Immersive interaction specifically refers to the process of interaction and interaction between people, exhibits, and space during a visit. This process is bidirectional, with the aim of achieving friendly communication and good information dissemination among the three through the integration of new media technology and physical space. Simply put, immersive interactivity allows for interaction between the work, audience, and artistic creator.

2.2.4 Technological

The vigorous development of immersive experience projects cannot be separated from technological progress.3 It is built on the basis of next-generation communication, big data, artificial intelligence, intelligent equipment, holographic projection technology, and 5G. The combination of these technologies can create an immersive virtual world, allowing participants to feel immersive through three-dimensional dynamic views. Therefore, the development of immersive experience is inevitably based on the development of science and technology, which drives the innovative development of rural tourism in various fields such as science and
technology and cultural creativity, thereby promoting the continuous upgrading of cultural consumption.

3 METHODOLOGY

3.1 YUANYANG TERRACED FIELDS

Yuanyang terraced fields are located in the southern part of Ailao Mountain in Yuanyang County, Honghe Prefecture, Yunnan Province. The people of various ethnic groups, mainly the Hani ethnic group, have utilized the special geographical climate to jointly cultivate and create a marvelous terraced agricultural civilization, with a grand scale and magnificent momentum. The terraced fields cultivated by the Hani ethnic group in Yuanyang vary with the terrain of the mountains, with large slopes leading to the cultivation of large fields, steep slopes leading to the cultivation of small fields, and even stone gaps at the edges of ditches and ridges leading to the cultivation of fields. As a result, the terraced fields range from several acres in size to tens of thousands of acres in size, often with a single slope. On June 22, 2013, the 37th World Heritage Conference held in Phnom Penh, the capital of Cambodia, approved the application for World Heritage of the Hani terraced fields of Honghe State in Yuanyang, Yunnan Province, and included the cultural landscape of Honghe Hani Terrace in China in the World Heritage List of UNESCO. (See Figure 1)

Figure 1

*Figure 1*  
*cultural landscape of Honghe Hani Terrace in China*

*Image Source: https://www.bing.com*
3.2 QINGKOU VILLAGE

Qingkou Village is located in the core area of Yuanyang terraced tourism, with a minimum altitude of 1500 meters and a maximum altitude of 1650 meters; The annual average temperature is 16 degrees, with a maximum temperature of 33 degrees and a minimum temperature of -1 degrees; The soil is mainly composed of yellow lateritic red soil and yellow soil, but due to being located in high and cold mountainous areas, the organic content of the cultivated soil is low, the soil layer is barren, and the crop yield is low. Agriculture is mainly based on traditional rice. Qingkou Village has a typical "four element isomorphic" landscape of Hani Mountain Village, consisting of mountains, forests, streams, villages, and terraced fields. The forest in the village is exceptionally dense, with birds chirping and cicadas chirping, full of a strong primitive local atmosphere. Moreover, Qingkou Village embodies the commonalities of Hani terraced field culture, namely the four degree isomorphism of forests, villages, terraces, and rivers, hence it is also known as the Hani ethnic four degree isomorphism exhibition area. The square in Qingkou Village is the central area of the village, all paved with stone slabs; On the east side of the square, behind two large copper drums, there is a "Hani Culture Exhibition Hall" composed of several "mushroom houses", which displays the magnificent scene of Hani people carving Ailao mountains, building layers of terraces, and colorful folk customs. On the north side of the square is a series of Hani style thatched pavilion leisure buildings, facing vast terraced fields and a vast sea of clouds to the north. Go east through the bamboo forest, cross the stone bridge, and follow the winding path to the Shuinian, Shuidui, and Shuimo scenic spots. There is an ancient sacrificial site and a ground for grinding and hanging autumn at the foot of the village. In recent years, Qingkou Village has also established a village Hani cultural performance team, which not only performs in the village but also excavates, organizes, and rescues Hani ethnic folk culture and arts such as the Yangkai Festival, the New Rice Festival, the Zhaza Festival, the Angma Festival, dance works, the Muque Dance, the Brown Fan Dance, the Swing, and the Long Street Banquet. With the heating up of Hani cultural tourism, the tourism industry has gradually become a pillar industry in Qingkou Village.

To gain an in-depth understanding of the development of terraced immersive tourism in the village of Qingkou, a qualitative approach was used in this field research. The chosen methodology allowed for a comprehensive exploration of the multifaceted aspects of permission-themed tourism, the dynamics within Qingkou Village and the nuanced perspectives of the local community. Qualitative methods, including semi-structured
interviews, participant observation and document analysis, were selected to provide rich, context-specific insights into the village’s journey toward economic transformation through tourism and to ensure the triangulation of data. The detailed description of the data collection methods was as below:

- Semi-structured interviews: In conducting semi-structured interviews with villagers, local authorities, tourism operators and other key stakeholders, the research aimed to capture a diverse range of voices and experiences related to permission-themed tourism. This approach facilitated open-ended conversations that delved into the motivations, challenges and outcomes of tourism development. Participants shared their stories and perceptions, shedding light on the strategies employed to harness tourism as a poverty alleviation tool and the impact of these strategies on their lives.

- Observation: The researcher’s presence within Qingkou Village was instrumental in understanding the day-to-day dynamics of the community and the integration of tourism into the local way of life. Participant observation provided insights into how the village’s natural and cultural assets were being leveraged for tourism, the interactions between residents and tourists and the overall impact on the local economy. This method allowed for a deeper understanding of the lived experiences of the community members as they embarked on this transformative journey.

- Document analysis: The examination of relevant documents, including government reports, community development plans, tourism promotional materials as well as the researchers’ reflection journals, contributing to a contextual understanding of the official policies and narratives guiding the development of Jiangjun Village. Document analysis complemented the insights gathered from interviews and observations by providing a broader perspective on the village tourism initiatives and their alignment with broader regional and national strategies for poverty alleviation.

The collected data was then subjected to rigorous analysis to uncover meaningful patterns and themes. Transcriptions of interviews were carefully reviewed and coded, with a focus on identifying recurring ideas, challenges and opportunities. Concurrently, notes from participant observation were organized to provide a detailed account of the problems of immersive tourism development in Turnip Village. Document analysis involved scrutinizing official documents to discern the alignment of local tourism efforts with broader policy goals. The qualitative data analysis process was marked by an iterative approach, where emerging themes were cross-verified among various data sources to ensure their validity and reliability. Through this methodological approach, the study aimed to provide a nuanced and
comprehensive understanding of how permission-themed tourism contributes to poverty alleviation in Qingkou Village, emphasizing the intricate interplay between community engagement, policy frameworks and the lived experiences of the villagers.

4 RESULTS

4.1. ANALYSIS OF TOURISM EXPERIENCE PROBLEMS IN YUANYANG QINGKOU VILLAGE

（1）Terraced landscape visit experience mode is single

The unique agricultural landscape, good production functions, a healthy and diverse ecosystem, and a wise agricultural culture have become important magic weapons for attracting tourists to Yuanyang Qingkou Village. However, due to the implicit perception of production functions, ecological functions, and agricultural culture, the current main attraction for tourists to experience is the unique landscape of terraced fields. At present, in the tourism planning and design of agricultural landscapes in Qingkou Village, the main focus is on sightseeing terrace tourism, which combines the surrounding terraced fields to form a one-day tour route. Usually, tourists will go to the observation platform with a good view to appreciate the terraced landscape. After one to two hours of free activities at the sightseeing point, tourists will return to Qingkou Village to taste the unique cuisine, and finally return to the homestay to end the terraced tour. The terrace sightseeing spot in Qingkou Village has a tourist reception center and observation platform, but the theme of agricultural culture is not very obvious in rural tourism. In addition to the conventional observation platform for appreciating terraced fields, the most prominent strategy of Yuanyang Qingkou Village terraced fields in showcasing the agricultural landscape is to promote them through photography. Based on the vast and beautiful terraced scenery, tourists rarely participate in activities that provide interesting experiences of terraced fields. Overall, the agricultural life experience mode of Yuanyang Qingkou terraced fields lacks close interaction between people and terraced fields, and the visiting experience method is single. (see Figure 2)
4.2 TOURISTS HAVE A LOW SENSE OF PARTICIPATION IN AGRICULTURAL TECHNOLOGY AND AGRICULTURAL PRODUCTION EXPERIENCE

With the increasing demand for tourist experience, some tourists do not stop at agricultural landscapes and life experiences, and are eager to try production in order to have unlimited access to the land and experience more profound agricultural culture. Therefore, a rural tourism model based on agricultural production technology experience has emerged. In the terraced fields of Jingkou Village in Yuanyang, agricultural technology and agricultural production experience modes are mainly carried out in two ways. One is a display based approach to reproducing agricultural production scenes. During the spring plowing season each year, the terraced fields in Yuanyang Qingkou Village are combined with relevant celebration ceremonies to organize relevant villagers to use traditional production tools to plow and transplant seedlings, showcasing vivid production scenes. These villagers are mostly experienced farmers with proficient production skills, able to reproduce traditional skills well. This experience mode mainly focuses on visual and auditory experiences, belonging to the display type of agricultural production experience. The overall experience is more in-depth than agricultural landscapes and agricultural life experiences, and can better convey the spirit of

Figure 2
Yuanyang Qingkou terraced fields

Source: https://www.bing.com
agriculture. However, due to the fact that the relevant activities are not personally completed by tourists, tourists cannot truly participate in them.

4.3 THE MODEL OF CHILDREN'S AGRICULTURAL LIFE EXPERIENCE HAS NOT BEEN DEVELOPED AND PERFECTED

With the development of urbanization in China, more and more children and adolescents are living in cities. They are far away from the countryside and have fewer opportunities to experience rural farming life. Rural life is also the most conventional experience mode in rural tourism, but a single agricultural landscape experience cannot truly allow children or adolescents to experience the local residents' life experience. Increasing the agricultural life experience mode can help children or adolescents more deeply perceive agricultural culture and experience rural life. In addition, during the peak tourism season, with a large number of tourists and inadequate local infrastructure and tourism services, tourists may face safety issues when traveling to terraced fields. Especially in some mountain roads and steep areas, the safety of tourists requires more attention. Secondly, there are environmental issues: Yuanyang terraces are an ecosystem where local farmers rely on growing rice for a living. The growth of rice requires a large amount of water resources and can also disrupt the local ecological balance. If tourists litter or fail to comply with local environmental regulations while traveling, it will cause damage to the local ecological environment. Finally, there is a financial issue: Yuanyang Terrace is a scenic area that requires financial support. Although the Chinese government has provided some financial support, more capital investment is needed to attract more tourists to Yuanyang Terrace.

4.4 IMMERSIVE TERRACE ACCOMMODATION READY FOR DEVELOPMENT

With the improvement of China's economy and the increasing demand for in-depth experience of agricultural life, rural tourism with the theme of characteristic homestays has become an important part of rural tourism planning. In terms of homestay planning, the terraced fields in Qingkou Village are mainly planned by individuals and spontaneously constructed by villagers. The overall scale is generally small, the design lacks creativity, and the occupancy rate is not high. The overall experience of homestays in the terraced fields of Qingkou Village is relatively low. Most tourists check in to see the cloud and mist scenery in the mountains the next morning, only meeting the most basic physiological needs of accommodation. There is...
almost no aesthetic or spiritual experience, and the exploration of agricultural culture is also rare.

5 DISCUSSION

5.1 ANALYSIS OF THE IMMERSIVE EXPERIENCE DESIGN STRATEGY OF QINGKOU VILLAGE IN YUANYANG TERRACE

(1) COMBINED WITH THE HEALING DESIGN, ENRICH THE NEW TOURISM EXPERIENCE OF YUANYANG TERRACED FIELDS

With the improvement of China's economy and the increasing demand for in-depth experience of agricultural life, rural tourism with the theme of characteristic homestays has become an important part of rural tourism planning. In terms of homestay planning, the terraced fields in Qingkou Village are mainly planned by individuals and spontaneously constructed by villagers. The overall scale is generally small, the design lacks creativity, and the occupancy rate is not high. The overall experience of homestays in the terraced fields of Qingkou Village is relatively low. Most tourists check in to see the cloud and mist scenery in the mountains the next morning, only meeting the most basic physiological needs of accommodation. There is almost no aesthetic or spiritual experience, and the exploration of agricultural culture is also rare. In recent years, the experience of healing has been increasingly valued in rural tourism planning. The rural environment is closely linked to nature through agricultural production, and tourists achieve healing effects through multidimensional sensory experiences. Yuanyang Qingkou terraces are not only rich in natural landscape resources, but also the farming culture nurtured by a long farming history. On the one hand, through landscape planning, they can be perceived by tourists through vision, hearing, smell, taste and touch, and then have a positive impact on tourists' health and mood, which belongs to environmental healing. For example, glass space is set in the paddy field, where people can get close contact with the natural environment and then meditate Meditation and other activities. On the other hand, agricultural culture belongs to the level of conscious healing. Tourists perceive the cultural connotations conveyed by the design through the environment, trigger thinking, and internalize the perception into feelings of life and work, achieving the effect of physical and mental healing. For generations, Hani villagers have lived in Qingkou Village. They believe that there are powerful gods such as heaven, earth, dragon trees, and village and family gods with the nature
of protective gods in the world. They must regularly worship and pray for blessings. The healing experience can rely on the reverence of the Hani people towards nature. The architectural facades of the village can be decorated with local residents' depictions of nature, allowing tourists to stroll through the village to inspire their reverence for nature. Secondly, courses on Hani ethnic beliefs can be started, allowing visitors to gain a deeper understanding of Hani culture and experience the local people's perception of the natural environment. The healing methods for experiencing the natural environment can be divided into two ways: viewing the natural environment and engaging in activities in the natural environment. Through these methods, tourists can clearly experience the healing experience, both physically and mentally immersing themselves in the terraced fields and Hani culture. The healing experience is a way to promote the immersive experience of tourists.

(2) EXPLORE HANI ETHNIC MUSIC AND DANCE, CREATE IMMERSIVE TERRACED LIVE PERFORMANCES

Explore Hani ethnic music and dance, create immersive terraced live performances in Yuanyang Hani, where young men and women of the Hani ethnic group dress in traditional costumes and celebrate the festival in the village with unique dances and sumptuous banquets. Their dance movements are robust, with a lively rhythm, a strong atmosphere, and strong ethnic characteristics, making them a popular form of dance among the masses. Immersive terraced performances can be adapted based on traditional classic Hani dance dramas, or original dramas can be directly created through immersive creation. In addition to traditional theatrical content, the application of technological means makes immersive dramas subvert tradition and burst into new vitality. Immersive live performances can utilize comprehensive technological means such as sound, light, electricity, and special props to shape story scenes, restore or reproduce classic scenes in the script, and create a specific performance space based on the plot. Secondly, immersive terraced live performances are not limited by the venue, allowing the audience and actors to freely roam through the theatrical scenes. Tourists and actors have face-to-face intimate contact and interaction, breaking the traditional form of on stage and off stage performances, allowing the audience to have a closer exposure to more core elements of theatrical art such as the story context and stage. For example, the famous immersive performance work 'Sleep No More' is adapted from Shakespeare's famous tragedy 'Macbeth'. It is set in a hotel in old Shanghai in the 1930s. The creator transformed the five floors of an old building in Jing'an District, Shanghai into over 90 retro style rooms, with over 30 actors showcasing and performing in different spaces. The organic integration of technological means and dramatic content makes this immersive drama both entertaining and participatory. Viewers
can experience the decline of hotels, the luxury of bedrooms, and the eerie atmosphere of hospitals; Audiences are allowed to touch and use props, such as opening books or sitting on chairs in the bedroom; The audience is enveloped in the eerie and gloomy atmosphere created by the entire drama, immersed in it.

(3) IMMERSIVE AGRICULTURAL RESEARCH STUDIES

Yuanyang terraced fields mainly focus on rice cultivation. In order to provide tourists with a deeper experience, Yuanyang terraced fields can plan a "Rice Planting Research Action" tourism method that focuses on personal experience. The terraced fields in the scenic area are mainly adopted by families, and the whole process of cultivation, sowing, transplanting, labor, and harvest is experienced. Local farmers assist in managing the terraced fields, and the output belongs to the adoptive families. Although the "Rice Planting Research Action" is based on families, the real target of the event planning is actually children in the family. Children get close to nature and experience agricultural culture through spring sowing, summer growing, and autumn harvest, and use traditional threshing machines to thresh during autumn harvest, experiencing the hard won and difficult harvest of food. Through the 'Hoe and Study Action', children not only understand the soil and learn rice planting and agricultural cultivation techniques, but also inspire them to learn how to give, experience the value of agricultural culture, and cultivate a sense of awe and care for the natural environment. From the perspective of the cultural and tourism industry, combining script killing can expand the target audience of scenic spots from tourists to "tourists+script killing players", while also allowing some unknown niche scenic spots to attract more traffic. For some more mature scenic spots, the gameplay of script killing enriches the immersive experience of the scenic spot, helps improve the attraction ability of the scenic spot, and promotes secondary consumption.

(4) DEVELOP IMMERSIVE TERRACE ACCOMMODATION

By designing an immersive accommodation environment, visitors can be provided with a variety of accommodation options to enrich their experience. To develop immersive terrace accommodation, the following aspects can be considered: 1. Design a unique accommodation environment: Terraces are an important part of nature to integrate the accommodation design with the local natural environment as much as possible. If you can consider using local materials, the rice field straw can be used as the roof of the B&B. Can also change the wall of the home stay facility with floor glass, visitors can in the house can enjoy the grandeur of terraces. 2. Provide diversified accommodation options: in terraces, a major accommodation choice is living ridge, therefore, can provide more accommodation options, such as terrace camping, terrace cabins, terrace tents, etc., to meet the needs of different tourists. 3. Promote immersive
experience: allow visitors to experience different accommodation environments in the terraces to increase their interest and participation. Immersive activities such as cooking lessons, crafts classes, music performances can be organized to allow visitors to learn new skills and experience different cultures during their stay.

6 CONCLUSION

Immersive experience is the emerging content of the current rural tourism development, and also a necessary experience in the process of tourism change and development. Under the background of homogenization of traditional rural natural landscape and rural tourism, how to give full play to the value of natural landscape is particularly important. The article with immersive experience in the application of rural landscape design as the breakthrough point, respectively from the rural landscape, interior space, outdoor landscape, custom culture and landscape propaganda Angle of well-known village immersive experience, truly beautiful natural landscape and immersive experience, promote the development of regional rural tourism. The immersive experience into rural landscape design is one of the popular mode of cultural industry project development in recent years, yuan Yang terrace village industry found face development model, attractive factors, the grandeur of terraces and popular immersive experience, is one of the future new mode of rural text brigade project development.

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