

# Yuebei Lingcai--Expression of Zhuhai Tourism Culture Elements Based on Snail Craft

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**Abstract:** As we all know, China is a country with a very long history. For this reason, China has now become a holy place for tourists from all over the world to carry out tourism activities. Moreover, in recent years, the development trend of the domestic tourism industry is very good. Under this circumstance, the domestic tourism industry should be able to express the cultural elements of various places, so that friends who come to China can feel the domestic Tourism culture in different regions. Therefore, in this article, we will conduct a related research and analysis on the expression of the elements of Zhuhai tourism culture based on the snail craft, and in the article, the expression of the elements of tourism culture in Zhuhai will be elaborated in more detail. Its main purpose is to enable the tourism industry to express the national cultural elements, which is also of certain positive significance for the development of China in the international arena.

## 1. Introduction

With the passage of time and the constant reform and innovation of the times, the people at home and abroad have been upgraded in their living standards, and the demand for spiritual culture in their hearts has been continuously improved. This is also the tourism industry. The main reason for the relatively good development in recent years. As is well known, China is a multi-ethnic country. The expression of cultural elements in the tourism industry makes it easier for foreign friends to understand the charm of our country. Therefore, in the following article, the expression of Zhuhai tourism culture elements based on the snail process will be discussed in detail, and certain constructive opinions or countermeasures will be proposed to help this work.

## 2. Overview of the Snail Process and Its Current State of Development

### 2.1. Overview of the snail process

The snail is a unique traditional art treasure in China. In the related literature, this process has become a snail and so on. The so-called snail process is actually the use of the shell or sea shell as the raw material of the process. After relevant manual operations, it was ground into figures, flowers, birds, etc. The history of the origin of this process is very good, probably from the ancient Shang Dynasty period, the main process The external manifestation is the lacquerware of the Shang Dynasty[1].

According to certain investigations, it can be known that there are certain differences in the snail process in lacquerware. The most important point is the need for superior pearl oysters and other raw materials. The advantages of lacquerware produced by such high-quality raw materials are obvious. The first point is that it has a luster like a mirror, and the color it presents is also relatively elegant. It is not difficult to see that the snail process is fully functional with its own characteristics.

In the snail process, it is mainly divided into two types, the hard snail process and the soft snail process. If the two are compared, the development of the soft snail process can conform to the contemporary development rhythm, and in the modern process. It can also get a certain application. If we can express our own culture in the snail process, then it is of great benefit to both the cultural elements of our country and the future development of China's tourism industry[2]. .

## **2.2. Development status of the snail process**

After a practical investigation, the author found that the development of the snail process in the domestic Beijing area is quite good, mainly reflected in the gold lacquer inlay process, its style is gorgeous and atmospheric, and has been carried out in many craft works. application. In addition to the domestic Beijing area, the development of the snail craft in Yangzhou is second to none. Its main features are fine and elegant. Moreover, the difficulty of the snail craft in Yangzhou is relatively high, and it also reflects the skill of the domestic snail craft group. A feature.

To sum up, whether it is Beijing or Yangzhou, the development of its snail craft is still with the traditional charm of ancient China. In the subsequent development process, this feature of the snail craft should be maintained and develop. For example, in the Zhuhai region of China, it is possible to integrate its own regional culture, so that the local tourism industry can express the cultural elements, and then can spread the excellent traditional culture of our country to the world. In addition, our country The types of excellent traditional culture are beginning to become less and less. If the snail craft can be integrated into the tourism industry, it is equivalent to the development of modern society, which is the future development of the snail craft in the society and the tourism industry. The development of the snails is of extraordinary significance. From a holistic point of view, the development of the snail process is in a good state, and its integration into the expression of cultural elements is also relatively large for its future development.[3].

## **3. The Significance of Tourism Culture Expression based on the Snail Technique**

### **3.1. Conducive to the inheritance and development of the snail process**

In fact, the above has already mentioned a certain mention. The snail craft belongs to a traditional craft in our country. It is well known that after China entered the development cycle of the 21st century, a very significant change has taken place in the society. One of its performances is that a lot of traditional skills have been lost, and the snail process belongs to one of them. But the development of the tourism industry in recent years is very good, if it can be integrated into the tourism industry, in fact, It is equivalent to injecting new vitality into the development of the snail process. Under this circumstance, the snail process can also develop itself, and even gradually conform to the development of the times. Naturally, this is the inheritance of the future of the snail process. In addition, Zhuhai itself is located in the boundary of Guangzhou. It is absolutely satisfying in the supply of raw materials for snails. The more famous tourist attraction in Zhuhai is Miaowan Island. If you can make certain snails in Miaowan Island. The sale and exhibition of handicrafts, then in the long-term development of the tourism industry can be integrated into the snail process, in addition, the snailThe craft can also add a lot to the tourism industry in Zhuhai. From this point of view, the snail craft has been passed down and developed, and the tourism industry has also gained certain benefits. Therefore, it can be said that the expression of tourism culture based on snail craft has two-fold success. The role of[4].

### **3.2. Enhancing the competitiveness of the tourism industry**

With the passage of time and the sound development of the social economy, the basic living standards of the broad masses of the people in the country have been greatly improved, and the tourism industry has also been able to develop to a certain extent, but it is also the reason why the big environment drives the development of the tourism industry. Nowadays, the competition in the domestic tourism industry is very fierce. If you want to develop in the fierce market competition, you need to inject some elements with unique characteristics, and the snail craft is a very unique. Elements. According to relevant research and investigations, it is not difficult to find that after the snail craftsmanship expresses the elements of Zhuhai tourism culture, the tourism industry in Zhuhai has been fully developed, and even once became a very popular tourist destination in China, it can be seen that After the snail process is integrated into the tourism industry, it can enhance its competitiveness in the tourism market. Therefore, relevant tourism units and departments should pay attention to the development of the snail process.

### **3.3. Conducive to the domestic tourism industry to promote the excellent traditional culture in China**

The market competition of the tourism industry mentioned above does not only occur in China. At present, the international market competition in the tourism industry is also very fierce. As is well known, there are many foreign tourist groups in Guangzhou, and the tourism industry in Zhuhai can use the snail craft to express the cultural elements, so that it can promote the domestic excellent traditional culture, which is equivalent to being invisible. It has enhanced the competitiveness of the domestic tourism industry in the international arena, and it has considerable benefits for the development of the overall tourism industry in China.

### **4. The Practice of the Expression of Tourism Culture Elements in the Snail Craft**

In fact, after systematic understanding, we can know that the history and culture of the Zhuhai region in China is very long, and it is for this reason that the Zhuhai region in China has become one of the most popular tourist sites. For example, Zhuhai The residential area of the area: Huitong Village, which has a history of more than 100 years and is a relatively complete preserved Qing Dynasty resident group in China. As is well known, one of the most vivid methods of snail craft is grinding. In the actual expression of tourism culture, the snail craftsmanship can be used to grind the face of the village. This will not only benefit the development of the snail craft, but also clearly describe the outstanding tourism resources of the village. , is a two-way approach. Moreover, after the snail process is used in the drawing work of the village, the craftsmen of the snail craft will also carry out their own inheritance.

In addition, the “Zhuhai History and Culture Book Series”[5] is also a very well-known set of books, and neither the domestic tourist population nor the foreign tourist population can understand it because of the fast pace of contemporary life. After making certain use of the snail craft, it will be able to promote the “Zhuhai History and Culture Book Series”, so that people from home and abroad who come to Zhuhai can understand the development history of Zhuhai and enhance the culture of Zhuhai. Charm makes the tourist population able to produce different degrees of nostalgia. The series of books play an important role in promoting the inheritance of national culture, carrying out local education, cultivating the citizens' sense of homeland, promoting the city's humanistic spirit and enhancing the city's cultural taste.

### **5. Conclusion**

In summary, it is about the expression of the elements of Zhuhai tourism culture based on the snail craftsmanship. It is not difficult to see from the text that the development status and development prospects of domestic snail crafts It is still relatively good, and if it can be integrated into the tourism culture of Zhuhai, this traditional craft can be inherited and developed. In addition, the expression of unique tourism culture elements can also enhance the Zhuhai area in China. The competitiveness of the tourism market outside, it is not difficult to see that the benefits of the snail craft for the tourism industry are very large.

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