

Research on Tourism Creative Product Design and Development Strategy from the Perspective of Non-legacy

Beini Xin

Beijing Forestry University, Beijing, 100083, China

Keywords: Cultural and creative products, Intangible cultural heritage, Development strategy

Abstract: China's intangible cultural heritage is rich. The use of intangible cultural heritage for tourism development is an important practice in various cities. In particular, the integration of non-material cultural elements in the design of tourism cultural and creative products not only plays an important role in promoting the development of regional tourism, but also plays an important role in shaping the image of the city. The article analyzes the strategies and principles of using intangible cultural heritage in the design of cultural and creative products, and proposes recommended measures.

1. Introduction

Intangible cultural heritage is the essence of the national and even the traditional culture of the country. It is the core of the urban spirit, an important living relic of human civilization, and a pioneer of the cultural industry. With the introduction of the “Cultural Powerful Country Strategy”, in recent years, the cultural and creative industries have become very hot, especially in some cities with tourism as the pillar industry, Cultural and creative products are emerging one after another. Tourism design and development of cultural and creative products is an important part of the tourism industry chain, and has a positive promotion and promotion role for tourism development. The design, development and marketing of tourism cultural and creative products have become an important field of tourism economic research. Using the theory of product design, the integration of intangible cultural heritage and traditional handicrafts can enhance the appeal and creativity of non-legacy products in cultural tourism.

2. Intangible cultural heritage and tourism culture industry development

2.1. The concept and status quo of intangible cultural heritage

Intangible cultural heritage refers to the various practices, performances, expressions, knowledge systems and skills and related tools, objects, crafts and cultural sites that are considered by the various groups, groups and sometimes individuals as their cultural heritage. China is a big country with intangible cultural heritage, and it inherits unique cultural genes with rich non-legacy projects. Intangible cultural heritage is an important carrier that displays national charm and reflects national sentiments. Intangible cultural heritage is innovated in inheritance and promotion, and at the same time gives itself a sense of identity and history, which in turn promotes cultural diversity and stimulates human creativity. Protecting and promoting intangible cultural heritage is a kind of citizenship that we should have.

Intangible cultural heritage tourism is the application of intangible cultural heritage to the tourism industry. On the one hand, it promotes the development of intangible cultural heritage, and enables more people to understand the connotation and significance of various intangible cultural heritage through tourism. On the one hand, it also promotes the development of tourism. Cultural and creative industries are closely related to intangible cultural heritage and are an important direction for the development of Chinese cultural soft power. With the establishment of intangible cultural heritage records at the international, national, and provincial levels, intangible cultural heritage has received extensive attention. Intangible cultural heritage tourism has become a kind of

cultural tourism that many tourists like today, and has been recognized and proclaimed by the public. As a form of expression of intangible cultural heritage tourism, Cultural and creative products have become more and more popular among people, and have become an important starting point for promoting local intangible heritage culture and urban propaganda.

2.2. The significance of using intangible cultural heritage to promote tourism development

Although tourism is part of the economic industry, tourism has a high cultural identity. It can be said that the essence of tourism is a special cultural activity. In recent years, cultural tourism, as an emerging tourism project, has developed rapidly throughout the country. Intangible cultural heritage requires synergy between conservation and development. Whether it is from the perspective of promoting intangible cultural heritage, cultural protection, or developing tourism to promote economic development, the use of intangible culture plays an important role in promoting tourism.

First of all, the intangible cultural heritage tourism development is conducive to the inheritance of intangible cultural heritage. A large number of tourists and scholars can be introduced for intangible cultural heritage sites. After interested in certain intangible cultural heritage types, tourists will publicize them and become their inheritors, thus promoting the inheritance of intangible cultural heritage.

Second, the funds obtained from tourism can be introduced into the protection of intangible cultural heritage. The tourism industry has attracted many customers through the tourism industry, which has brought obvious economic benefits to the local area. Tourists enter the tourist destination, in addition to the basic food and accommodation consumption, more will be consumed, bringing more economic profits to the local. These funds will directly or indirectly become a protection fund for local intangible cultural heritage through various channels, and promote the inheritance of local intangible cultural heritage.

Once again, it will help promote the traditional culture of the Chinese nation. The establishment of intangible cultural heritage tourist destinations has attracted a large number of tourists to visit and experience. Visitors feel different experiences while experiencing non-legacy culture, which enhances the understanding of foreign friends on Chinese traditional culture and promotes China's outstanding achievements. The national traditional culture has increased national pride.

3. Strategies for the design and development of tourism cultural and creative products from the perspective of non-legacy

3.1. Cultural and creative products and typical urban cultural and creative product design

The so-called “Wen Chuang” is cultural creativity. It is an emerging industry with creativity as its core. It creates secondary cultures through the skills and wisdom of creative people, and forms works or other forms of experience that conform to modern aesthetics. Then promote it with modern marketing methods. Cultural and creative products are a modern extension of traditional culture, with the dual attributes of the natural value of goods and the carrier of national culture. Its dissemination is conducive to enhancing the visibility, appeal and influence of traditional Chinese culture. Tourism cultural and creative product design and development is an important part of the tourism industry chain, and has a positive promotion and promotion role for tourism development.

A number of cities with good cultural and creative status have emerged in the country. These cities can start from their own characteristic culture and adapt to local conditions, so that Cultural and creative products are no longer the same. Since Beijing proposed to develop the cultural and creative industry in 2006, the huge tourist group has laid a good foundation for the development of tourism and cultural industry in Beijing. It highlights the inheritance of the cultural context. The research and development of Cultural and creative products focuses on combining the cultural relics and cultural relics of the museum, highlighting the special character of the Forbidden City, and refining from the cultural symbols of court life, architecture, home, clothing and accessories. As a historical and cultural city, Chengdu's development of cultural and creative products has been integrated into people's clothing, food and shelter. There are hundreds of cultural and creative

products with only panda as an element.

3.2. Strategies for the development and design of intangible cultural heritage cultural and creative products

3.2.1. Adhere to protection first, and protection is more important than utilization

It is necessary to adhere to the people-oriented principle and protect the inheritors from enjoying the main status in the development of cultural tourism in the intangible cultural heritage, and ensure that the inheritors actually enjoy the actual power in the protection of the subject status and the development, decision-making and supervision of cultural tourism development. It is necessary to resolutely oppose the developer's off-site transplantation development of intangible cultural heritage. Museums or cultural centers that display intangible cultural heritage can be established in local or surrounding areas of heritage. To properly handle the relationship between the protection and development of intangible cultural heritage, in the development of cultural tourism for intangible cultural heritage, it is necessary to follow the cultural and ecological rules of the local ethnic group for specific development.

3.2.2. Pay attention to social benefits and take into account economic interests

It is necessary to highlight the intrinsic value of intangible cultural heritage, and to stimulate the awareness of the conscious protection of relevant personnel, and to encourage relevant personnel and departments to take the responsibility and fulfill relevant obligations. In the development of intangible cultural heritage, it is necessary to consider economic interests and pay more attention to social benefits. It is necessary to formulate a rigorous management system with prudent enforcement measures to protect the original value of intangible cultural heritage. In the development and protection of intangible cultural heritage, consideration must be given to the protection of this part of economic rights or to the development of special sustainable conservation development.

3.2.3. Promote sustainable development

It is necessary to ensure that culture has equal rights. The principle of equal treatment and equal treatment of cultural heritage and intangible cultural heritage of different ethnic groups and different regions must be maintained. There must be no contempt or suppression of other cultures. It is necessary to protect the culture from the right to identify and to grasp and examine the harmonious culture from the perspective of cultural identity, which will contribute to the sustained scientific development of cultural heritage. Intangible cultural heritage is China's precious human resources and tourism resources. Only by carrying out the necessary protection and rational development of intangible cultural heritage without destroying the cultural and ecological balance, can it continue to be passed down and carried forward.

3.2.4. The government led the redesign of tourism cultural and creative products

It is necessary to fully tap the national cultural resources and enhance the quality and taste of the national cultural resources. Visitors can experience the participation of different **cultural** and creative products to obtain a large amount of social information. This kind of publicity and word-of-mouth communication, the effect of advertising is more convincing, it is very effective for promoting regional tourism. The government should encourage scenic spots, enthusiasts, folk artists, and professional designers to carry out design and creation activities, and should give positive rewards to designers who have made significant contributions. Under the background of economic globalization, Internet+, and various application-oriented APPs, tourism creative products can be promoted to rely on market development. With the help of the logistics network system, the presented information can be quickly circulated globally.

4. Suggestions for the use of non-legacy in the design and development of tourism cultural products

4.1. Increase investment and increase the attractiveness of intangible cultural heritage tourism products

The state and governments at all levels should increase capital investment to ensure the cultivation of funds for the inheritance of intangible cultural heritage and promote the tourism productization of intangible cultural heritage. It can be filmed in the form of relevant documentaries, broadcast on major TV stations, expanding its influence and authority, and allowing more people to integrate. Relevant units at all levels can also carry out corresponding publicity activities to allow more people to participate in it, making it more influential and authoritative. It can establish a platform to evaluate and make the platform public and influential. It is necessary to establish a sound tourism management mechanism for intangible cultural heritage tourism destinations, and standardize the management of intangible cultural heritage tourism destinations.

4.2. Improve the branding degree of tourism cultural and creative goods

As a way of cultural communication, tourism cultural and creative goods should be carried out under the guidance of brand strategy. In the design process, the visual transformation of cultural resources should be carried out in a modern aesthetic. In the design process, consumption should be oriented to find the combination of culture and commodity demand. At the same time, the government and enterprises will be encouraged to encourage cultural and creative enterprises to design and develop Cultural and creative products brands, and to classify and design tourism cultural and creative products to enhance branding strategies. We can start from the aspects of Cultural and creative products, tourism crafts and commodities, museum tourism and cultural creation products in the tourist attractions, and enhance the brand power of Cultural and creative products.

4.3. Introduce non-legacy elements into product design

You can use the symbol of non-legacy elements to summarize the spiritual core of the intangibles. After analyzing and understanding the non-legacy culture, you can design symbols that conform to the regional characteristics and apply them to various carriers such as hats, T-shirts, backpacks, tableware, and umbrellas. The design perspective of cultural innovation explains urban history and urban appearance. It can diversify resources across borders, create non-legacy integrated tourism products, and break through the elements of traditional tourism and non-legacy cultural industries through “tourism + non-legacy + education / museum / Internet” to create a new economic form.

5. Conclusion

China is a country with abundant intangible cultural heritage resources. The local development of tourism cultural and creative products for intangible cultural heritage is an important cultural decision, which plays an important role in the protection and inheritance of non-legacy culture. Excellent cultural and creative products should take into account the cultural value of thought-provoking, good form aesthetics and reasonable use functions to meet people's needs for education, aesthetics and use. Cultural and creative Industry has played a huge role in promoting the transformation of traditional industries and promoting the transformation of industrial structure and new technologies. It has become a new driving force for sustainable development and urban regeneration. The design and development of Cultural and creative products is the embodiment of our urban culture and has an important influence on us to improve the impression of urban tourism and to create new features of urban tourism.

Acknowledgement

This study is supported by “the Fundamental Research Funds for the Central Universities” +BLX201836.

References

- [1] Sun X, Jin W, Chao L. Research on the Design of Nanjing Museum Cultural and Creative Product from the Perspective of Experience[C]// International Conference of Design. 2017.
- [2] Yuan J, Liu Y. Research on tourism development of cultural and creative industry park based on the network text analysis : A case study of dafen oil painting village in Shenzhen[C]// International Conference on Information Management. 2017.
- [3] Lian T, Yu C, Wang Z, et al. The evaluation study on tourism websites: from the perspective of triangular intuitionistic fuzzy multiple attribute group decision making[J]. Journal of Applied Statistics, 2017, 44(16):1-13.
- [4] Yang, Liang, ZHAO. A Study on the Development of Rural Tourism in Qianshan Scenic Spot in Liaoning Province from the Perspective of Local Theory[J]. Asian Agricultural Research, 2017(9):7-8.
- [5] Chen Y, Yang R, Wang M. Development process of rural homestay tourism and spatial restructuring with the actor-network method from the perspective of shared economy:A case study of Guanhu Village in Shenzhen[J]. Progress in Geography, 2018.
- [6] Heidari A, Yazdani H R, Saghafi F, et al. The perspective of religious and spiritual tourism research: a systematic mapping study[J]. Journal of Islamic Marketing, 2018, 9(4):747-798.
- [7] Geng S, Li W, Qu X, et al. Design for the Pricing Strategy of Return-Freight Insurance Based on Online Product Reviews[J]. Electronic Commerce Research & Applications, 2017, 25:S156742231730039X.