

## On the Design Strategy of Tourism Cultural Creative Products

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**Abstract:** Our country has abundant tourism resources, and with the continuous progress of our economy in recent years, so people's living standards have improved significantly and they are more willing to go out to enjoy more beautiful scenery. At the same time, due to the attraction of Oriental culture, a lot of foreign tourists also enter our country every year, so the tourism industry has developed very well. With the development of China's tourism industry, more and more people pay attention to cultural creation products. Through these products, the local culture has been better disseminated. Meanwhile, consumers can get better sensory experience. Therefore, how to design better cultural creation products is particularly important. Taking Jiangxi as an example, this paper studies the design of cultural creation products, in order to be helpful to the development of tourism in China.

### 1. Introduction

After traveling somewhere, people always want to get more memories. Besides taking photos, people are willing to carry more souvenirs related to the places they visit. In recent years, in addition to some specialty products, people are more willing to take products with local folklore characteristics after travel, because besides they can experience the local unique natural scenery, they also are influenced by the local culture, which is a great benefit to the spread of Chinese culture. For Jiangxi, there are many folk cultures, such as Gan culture, Linchuan culture, Luling culture, Gannan Hakka culture, and so on. At the same time, there are also many dialects such as Gan dialect, Hakka dialect, etc. In addition, the culture of the western region of Jiangxi, as well as the culture of Buddhism and Taoism, Confucianism and other cultures are also very rich. Jiangxi is also an important base of the Communist Party of China during revolution, so there is a red revolutionary culture, which has provided a lot of resources for the design of Jiangxi tourism cultural creative products.

### 2. Overview of Cultural Creative Products

Since the focus of this paper is cultural creative products, it is important to make clear what is cultural creative product. In fact, the so-called cultural creative product is to add a culture element with local characteristics to the product itself, so that the product has a lot of cultural add-on value. In this way, a common product will have a different meaning, and its market competitiveness will also be stronger. I can use two T-shirts as example to further explain my understanding of cultural creative products' values. Two T-shirts are made of same material with equal quality. If we print one of them with facial makeup or Chinese characters, it will be Chinese-style. Its price and value also become higher than the other, which is where the value of cultural creative products are. The value of products to be created needs to be delivered to the consumer. It is also said that the consumer is willing to accept the product itself and the culture of the product. While how to make the consumer better accept it needs to be carefully designed, so that the product can be developed by the time with fast food consumption <sup>[1]</sup>. In addition, cultural creative product <sup>[1]</sup> also seems to be an important identification, which not only makes products have cultural characteristics, but also develops the traditional culture. But now many creative products lack unique features without innovation and understanding of the market, as a result, cultural creative products become the product of many people to satisfy their vanity, and the functions of disseminating regional culture and enhancing

consumers' experience mentioned by the author cannot be well developed. Therefore, the design of cultural creative products will be actively discussed and studied.

### **3. Important Role of Tourism Cultural Creative Products**

#### **3.1 Disseminate Regional Culture**

The important content in the culture of human civilization is also a core medium for the inheritance of human civilization. It is of great importance to a region or even a country. This paper has already introduced that cultural creative products are the regional cultural characteristics endowed by ordinary products, which are more obvious in tourism cultural creative products. Generally, these products are full of strong local features. In addition to beautiful natural scenery, consumers also want to see local culture with great characteristics, and cultural products make this browsing culture greatly enhanced. Consumers will bring these products back to their location, so that more people can understand this culture, thus realizing the dissemination of regional culture as well as promoting the development of regional tourism economy. Generally speaking, the interaction between people and their own experience are the best way to spread culture, but the interaction between people is limited by their understanding ability and cultural literacy, so personal experience has become the best way to spread culture, and the role of tourism has also been reflected. In combination with tourism cultural creative products, cultural transmission will achieve better effects, which is also the significance of research on tourism cultural creative products.

#### **3.2 Enhance Consumer Experience**

Consumer experience refers to the intuitive feeling of consumers after contacting a product and service. It is a direct stimulation to the senses of consumers. The essence of tourism development is consumers. Therefore, only by making consumers get better experience through tourism can the development of regional tourism be promoted. Consumers' experience through tourism is mostly spiritual, so it is essential to consider how to strengthen spiritual experience. Material has a very direct impact on the spiritual level, so it also leads to the importance of cultural creative products.

First of all, the experience gained by consumers includes the quality, the use feeling and the cultural characteristics of things that come into contact with customers. All these material experiences will eventually rise to the spiritual level. For example, when a person gets a new perfume, firstly, he gets the most direct sense of perfume through touch, smell and so on, and this feeling will finally become a spiritual enjoyment. After gaining a higher level experience, he will naturally choose this perfume again. Secondly, for tourism cultural creative products, its more important significance is the direct stimulation of people's spirit through culture. It is a kind of cultural rendering. People get material experience while obtaining spiritual experience in the process of fulfillment, and ultimately strengthen the experience after the material experience rises to the spiritual level.

### **4. Current Situation of Tourism Cultural Creative Products**

#### **4.1 Obvious Convergence**

For tourism cultural creative products, convergence is obviously a common problem. Even in many different regions, we can find special similar products, which cannot reflect regional characteristics. As far as Jiangxi is concerned, there are great similarities in the tourism cultural creative products in many areas. There are many kinds of products lacking unique features, let alone their design, so the attraction of tourists is not strong enough. The main reason for this problem is that there is not enough understanding of the important role of culture, and people are driven by interests, which leads to the exploration of short-term interests without seeing the long-term impact of culture.

## **4.2 Lack of Innovation**

The lack of innovation is also a serious phenomenon. Most of the memorabilia, which are usually seen in the tourist attractions, are a copy of the other, with little or no unique design. The only way to attract customers is price, so the value of these products is severely impaired<sup>[2]</sup>. In the case of Jiangxi, this is a serious phenomenon of following the trend. For example, Jinggangshan area is full of great men undefined commemorative medals, commemorative coins, photo frame, water cup and other items, and these items can be seen in all shops and stalls. The way sellers strive for consumers is also a price war. These products, which seem to be copies of each other, often dazzle consumers, while the cultural flavor contained in them is slowly ignored. A qualified tourism cultural creative product usually needs to integrate culture, technology and so on in the design stage, so as to become unique, which will rise to the level of artwork after its appearance, rather than just stay on the level of commodities.

## **4.3 Misunderstanding of the Market**

Lack of attention to consumers' demand is a problem in many areas. For Jiangxi, souvenirs in many tourist areas are out of the ranks of cultural creative products, and can only be regarded as regional commodities. This is because many manufacturers do not recognize the market carefully when designing and producing products, and the merchants who sell these goods only blindly sell to consumers, without taking into account the cultural, income, demand and other factors of consumers. This paper has already introduced that the reason why cultural creative products are special is their cultural flavor. Consumers take these products home aiming to leave a good memory of tourism and give gifts to relatives and friends. If businessmen choose to ignore the quality of products, they will inevitably reduce consumers' desire to buy.

## **5. Design Strategy of Tourism Cultural Creative Products**

### **5.1 Design of Tourism Cultural Creative Products should have the Function of Reproduction**

In the first place, cultural creative product should be able to reproduce substance. It is to say that, the material resource specific to the local area should be fully utilized to carry out in-depth processing of these material resources, so as to form a product with a regional characteristic<sup>[3]</sup>. In the design of these products, it is necessary to make a simple change of the material form. For example, the precious wood such as the cedar of the Jiangxi area and the golden silk and the like, can be carved into the head portrait of revolutionary great man or special cultural symbol of Jiangxi. Such a product not only has a high value in itself, but also has a good cultural value to attract consumers. Secondly, it should be designed to reproduce the situation, which refers to print the unique cultural symbol of Yangtze River area on the product, thus forming the unique cultural creative product. For example, items in the area of Jianggan Mountain can be printed with pictures of great man's former residence, which highlights the characteristics of the red culture. Finally, in addition to the reproduction, these products can also be designed into a series. For example, when cultural creative products of Lushan in Jiangxi, it is possible to make the change of Lushan all year round a series of products, so that consumers will also be more attractive.

### **5.2 Design of Tourism Cultural Creative Products should be more down to Earth**

Since cultural creative products embody the cultural characteristics of a region, they should be rooted in the region and be more down to earth when they are design so as to be closer to the culture and consumers. After the consumers take these products home, whether as ornaments or for use, they interpret products. In the process of interpreting products, consumers can deeply understand the physical and cultural characteristics of these products. If products are too high-end, they will become a simple "luxury" and the cultural characteristics will be diluted. The significance of tourism cultural creative products is to better disseminate the culture. Therefore, they should be more grounded in the design and integration of culture, and more close to people's real life. However, it should be noted that be more down to earth here does not mean that there should not be

any modification of culture, but refers to make the design conform to people's current life style. It is also essential to strengthen the interaction between culture and consumers, so as to make consumers feel more intimate about cultural creative products.

### **5.3 Design of Tourism Cultural Creative Products should Take Advantage of Good Classical Elements**

In the long history of our country, a lot of cultural elements have been integrated, and the traditional culture of our country is also formed. The performance of these traditional cultures in different areas is different. Therefore, it is necessary to highlight the traditional culture<sup>[4]</sup> represented by these classical elements when tourism cultural creative products are designed. In the area of Jiangxi, in addition to the symbolic dialect culture, there are also many different traditional culture, such as festival, marriage and diet. These traditional cultures contain different classical elements, thus forming the culture of Jiangxi. Therefore, the value of these traditional cultures worth in-depth excavation and integration with cultural creative products. Classical elements represented by these cultures can be found in the integration of traditional culture into these products. For example, there is a form of folk art called Quanfeng Flower Lamp, which is printed with lanterns when designing cultural creative products, thus reflecting its unique cultural characteristics.

## **6. Conclusion**

In sum, this paper makes a brief introduction to the design of cultural creative products in Jiangxi as a case, in which the shortcomings in the design of these products are mentioned, and some related strategies are also put forward. It is hoped that this paper helps the development of these products' development, and then indirectly promote the development of regional tourism.

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