

A Brief Analysis on the Promotion of Tourism Souvenirs Industry Chain in Nanyue Mountain from the Perspective of New Media

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Abstract: Nanyue Mountain, also Mount Heng, known as "the most thriving one of five famous mountains", not only rich in ecotourism resources and profound cultural deposits, has a great advantage in the development of eco-tourism resources. How to make use of new media to create with characteristic of Nanyue culture, show the Nanyue brilliant culture, with the characteristic and sustainable development as the main line, supplemented by emotions, ideas and culture, religions and ecological typical local characteristics as a starting point, to create and develop new products, to enhance the brand culture importance of Nanyue tourism souvenirs, to bring people's growing spiritual and cultural demand, prompting Nanyue out of China to the world, and to produce the impetus for economic development, faces the serious problem.

1. Introduction

With the development of global economy, new media technology is being updated day by day, people's living standards are constantly improved and their material life is gradually satisfied. People pay more attention to the needs of spiritual life. Tourism has generally become the high quality of life, meet the spiritual needs of one of the important part. Tourism souvenir is buying with the local folk culture characteristics in the process of trademark products, its commercial value have been widely recognized, food, accommodation, transportation, traveling, shopping, entertainment, the six elements combination in one. From then on, make tourism become a highly dynamic industry.

Souvenirs represents the tourist unique local conditions and customs, is a special kind of trademark goods, and its also a traveller memories of tourism history and culture, again because of its many with tourist landscape, historical sites and legends and folk customs history as his subject, choose extremely local characteristics of materials, process for production, so tourist souvenirs has its unique connotation and cultural influence.

By analyzing the problems in the contemporary souvenir industry, it is no more than poor quality, uncharacteristic and wide price gap. Although the development of tourism souvenirs in Nanyue has begun to take shape, the same problem still exists. How to innovate tourist souvenirs, local history, culture, folk customs and unique combination of specific tourist attractions, make both can be on behalf of the local attractions and can produce good social and economic benefits of the product, make it serve for attractions, worth our serious thinking. Tourist souvenirs are the "image endorsement" of a place. How to improve the economic value and product status of souvenirs is an important factor hindering the development of Hengshan. Not just as a commodity, souvenir propaganda should not be neglected, but according to the local culture, natural landscape to gradually perfect souvenirs development, make Hengshan memorabilia collection, practicability, artistic combination of diversified products, so as to promote the local historical and cultural heritage and creation. Create greater economic value.

Hengshan, also known as the southern yue, shouyue, nanshan, is one of China's five yue. Known as the southern yue, shouyue and Nanshan mountains, Hengshan is China's five 12. Hengshan is called the "civilized Olympic area" because it has a long civilization and its one of the cradles of Chinese civilization. Hengshan is also a famous Taoist and buddhist holy land in China. There are more than 200 temples around the mountain. The main peaks of Hengshan include huiyan peak, zhu

rongfeng, purple gaifeng, yuelu mountain and so on .The highest zhurongfeng can reach 1300.2 meters above sea level. The main body of Hengshan shows a trend of northeast - southwest, climate conditions better than other four mountains, rainfall, dense vegetation, natural scenery is very beautiful. Unique geographical conditions of providence brought rich plant to mount inside information, such as Nanyue clouds tea, guanyin bamboo shoots, wild goose goose bacteria, kiwi, hundreds of rare Chinese herbal medicine, and so on,all become the south yue label.

2. Reform and upgrade of Hengshan's existing tourist souvenirs

Due to the unique tourism resources advantages, but individual tourism can't meet the development of social economic system, souvenir development become a way of mount Hengshan, but most of the existing souvenirs are all the same. Simple design, simple production, it is difficult to catch people's eyes, there is no collection value. Tourist souvenir, it is to go out to travel to buy in the local delicate collectible, rich local people's amorous feelings unique one kind of sign. Tourist souvenirs and other tourism commodity has very big difference, is not only a single selling goods, or reflect local region amorous feelings of culture at the same time, become a tourism has unique goods on the way. The production of tourist souvenirs should not only be in line with the progress of the society of The Times, but also combine the traditional culture of the south yue into a symbol of the progress of the local times. Designers should rely on the local customs and customs, geographical features, ancient traditional culture and other important innate advantages of Hengshan mountain to play an important role, so as to enhance its unique commemorative value. Cable has not only is it a kind of local memory of crystal form of a substance, but through the channels of souvenirs journey harvest and feelings deep for the friend, so be in the perspective of consumers. Through the development and design and study of souvenirs, realize a kind of integration of local human resources, not only to the production and development of the tourist souvenirs with scientific design concept, also designed to present the local character adapt to market economy, so as to reduce the same, simple goods, so as to promote local development and economic growth. The form of tourist souvenirs is much purple. They come in the form of food, utensils, envelopes, clothing, iron ware and handmade products, which can increase the designer's imagination space and inspiration of innovation. Only with careful design and careful manufacturing, can the product be endowed with a new soul through the dialogue between the design and the artwork, so as to satisfy the psychological feelings of consumers. Contemporary consumer's vision is not just a commodity price, consider the practical value of art, the collection value, the carrying is convenient, and so on several big problems, eliminate the original single goods, the price not only expensive but also unfavorable to preserve and carry. To do take its essence to its dregs, make the Nanyue has a higher level, make single tourism souvenirs to become an assistant, the unity of economic development to make greater contribution, update. Such as local distinctive products can be returned to the factory ", for those who are not convenient to carry and rigid packaging, but valuable souvenir, can the new packaging, through innovative change create accord with local souvenirs of special significance.

3. According to local conditions,explore and innovate a brand new tourism brand with local characteristics and dominant position

"The south yue alone like flying" hengshan, ancient poet travelers must come to the place, as the saying goes, "the return of the five yue do not see the mountain," among them hengshan is among them. Of hengshan have lots of beautiful legends, legend is ravaged by the emperor of China, and he was also a musician, often high in the mountains to play the rising and falling, touching beautiful songs, the mountain people excited after listen to the heart, and in high spirits, in daily work and look forward to more hopeful, but ravaged died, was buried in the mount hengshan, later generations to commemorate him, the highest peak of the nanyue known as ZhuRongFeng. Lady say "le" Wei Furen, name, word xian Ann, shandong city people, is the jin dynasty Stuart Wei Shu female youth prefer of Taoism, longed for gods, often taking til and tuckahoe pills, deep breathing

air, after several years of practice, eventually become a female Taoist priest, but fighting in the central plains, he came across run away from social upheaval with carrying two children, in the yellow court classic, is the Taoist as qing sent first generation guru, legend has it he from jiangxi fuzhou by yunfei to hengshan, cloud to the stone, the stone still stands beside the jixian Huang Tingguan under peak, Wei Furen later called "Mrs Hengshan nanyue, also known as hengshan, Used in ancient China according to the position of the stars in the sky to distinguish the kyushu earth or governors territory, in accordance with the "star", in the ancient kyushu, on the surface of the south is jingzhou, namely now hunan region of hubei province, the most famous mountain called hengshan jingzhou. Eastern han zheng xuan explained, is the name of mount hengshan, according to the stars in the sky to separate the points in the wings of chiu star, for tube life and death of stars in the sky, like a balance, maintain the balance of the two, so called hengshan. There is also a small star in the zhen star called "changsha star". According to the star book, this star: the Lord lives a long life and the descendants of chang. So they call the south yue "shouyue", so people often say "live as long as the southern mountain", that is, shouyue hengshan.

Confucianism, Buddhism and Taoism in nanyue combination, may not have a place, can have a mount of mind, so all say "how" and famous monk accounted for in nanyue, the monastery is various, "monk mountain, sea, monks live together" is the most right evidence, at the same time ShouYue hengshan has deep culture. The first time you came to hengshan, you saw the word "longevity". It was like walking into a holy land where longevity meets happiness. As the unique longevity wine of shouyue, it is the magic formula of collecting the holy water and spirit of nanyue and inheriting the ancient Taoist priest's health preservation. Strengthen body and health, nourishing Yin and nourishing Yang, take a long time to strengthen the spleen and stomach, invigorate the spirit of the elderly, friends and relatives of the best choice. Hengshan is rich in resources, species and resources. Among them, the yun-mist tea in hengshan, south yue, is one of the five major yun-mist teas in China, which was listed as "tribute tea" in the tang dynasty. This tea is harmless, no chemical production, completely by oneself done manually, and handmade fine, unique shape of nanyue clouds tea, fresh green color, after boiling water soaking in the water like a dance. In addition to the embarrassment of bamboo, guanyin bamboo shoots, wild goose goose bacteria, traditional Chinese medicine plant resources are unique, such as the variety of the bumps, at least in atractylodes, rhizoma polygonati, codonopsis, radix paeoniae alba, notoginseng, rhizoma gastrodiae, radix scrophulariae, ganoderma lucidum is one of the most famous

Combined with the whole face of the hengshan, both history and culture, local conditions and customs, geographical features, etc., and its output is stored value is not set limit to, like a huge treasure resources, for the development of hengshan souvenirs and research provides a strong guarantee. Focus on souvenirs. Innovation is the leading force, combined with local conditions and customs, making tourism innovation and product manufacturing a perfect interpretation for hengshan nanyue. To the particular characteristics of mount hengshan, to create the pattern of the typical logo, unique shape, can be applied to product packaging, manufacture process, at the same time with the designer's inspiration and aesthetics of art and the era of progress, can walk into the crowd, grasps the consumer consumption idea, absorb the good, the precedent for reference, to abandon bad impurities from functional, useful, grouping points, to create a brand new and unique fo easy to let the public accept the local culture, make handicraft to after the goods into the commercial market, won acclaim and wide recognition of the society. We can adapt to the development of The Times and the progress of people's ideas by using the present technology. Technology by the transformation of the ink, such as through signet reproduce a rich unique flavor on the clothing and arts and crafts design and logo, but can be by people's hobby, in the form of DIY, copy on like silk cloth hand-made items effect to pure handmade as main means, to avoid chemical production and industrial production, to create unique products, at the same time limit one kinds of batch production, limitedproduproducts become the unique value of the product. At the same time also should enhance the protection of pure manual art, unique ction, offering more can reduce the species, with less expensive, so that the local unique souvenirs become true "commemorative collection"

Only summarize unceasingly, to create updated, keep up with the pace of the new media era, create a batch of can only reflect in hengshan, unique value, the nanyue hengyang reputation do your best, then can come out of hengyang, walk in the front of the Chinese, are more likely to move towards the world big platform.

4. Form a complete set of design, production, publicity and sales system, linked together, will make the characteristics.

Mount the beautiful natural landscape, rich plant resources, loud and clear visibility system such as due to gradually buried true some dissipate, le is not a lack of resources, could even say that resources are very abundant, hengshan enough let person for capital, so to make full use of local tourism resources development again, form industry sustainable development, driven by innovation, transformation path, guarantee the nanyue steady progress, how to attract passengers, let them see the bright spot of nanyue, is the key. From the formulation of the plan to the implementation, we must proceed from the actual situation, seek truth from facts, build a series of tourism and leisure industry complexes, attract a large number of tourists, and expand the influence of nanyue.

Conclusion: we are committed to re-innovation of local cultural souvenirs to create local cultural products and exhibitions

Presenting the unique beauty and classic beauty of the southern yue. In historical culture, religious culture atmosphere, try to take advantage of new media resources, to further develop new tourism projects, expanding the area of tourism products, people-oriented, emotion in scene, chief use for delight with people, to create with the masses resonate with excellent products, can make a move towards the world, can let the nanyue and rich scene in the public eye irreplaceable brand leisure industry, tourism as a leading project, giving impetus to the development of the economy as a whole, stimulating domestic demand, meet people's growing spiritual and cultural needs, let the nanyue splendid history and culture influence each visitor, deep cultural background.

5. Conclusion

We are committed to re-innovation of local cultural souvenirs, creating cultural products with local characteristics and displaying the unique and classic beauty of Nanyue. In historical culture, religious culture atmosphere, to take advantage of superior resources and further develop new tourism projects, expanding the area of tourism products, people-oriented, emotion in scene, chief use for delight with people, to create with the masses resonate with excellent products, can make a move towards the world, can let the Nanyue and rich scene in the public eye irreplaceable brand leisure industry, tourism as a leading project, giving impetus to the development of the economy as a whole, stimulating domestic demand, meet people's growing spiritual and cultural needs, let the Nanyue splendid history and culture influence each visitor, deep cultural background.

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