

# Interpretation of Creative Ideas and Methods of Tourism Cultural Creative Product Design

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**Abstract:** The continuous development of economy has promoted the growth of tourism. As an important part of tourism industry, cultural creative products have gradually attracted the public attention. The cultural and economic value of tourism creative cultural products has become increasingly apparent. Their design and industrialization have become a new economic growth point. By analyzing the current situation and shortcomings of China's tourism cultural creative product market, this paper explores the creative ideas and methods of tourism cultural creative product design, promotes its industrialization, and promotes the development of tourism.

## 1. Introduction

The vigorous development of China's economy has also led to the growth of tourism, which has also set off a climax in the design and development of tourism cultural creative products. Its significance lies in embodying the cultural characteristics of a place, as well as the aesthetic value and creativity, which is exactly what is insufficient in China in the development and design of tourism cultural creative products. At present, there are many problems in tourism cultural creative products in different regions of China, such as lack of creativity, inability to reflect local culture, poor product quality and lack of brand characteristics. These problems will affect the industrialization of tourism cultural creative products, and are not conducive to the long-term development of tourism in China. Therefore, it is particularly important to solve these problems.

## 2. Current Situation and Defects of Chinese Market of Tourism Cultural Creative Products

### 2.1 Lack of Unified Research Plan

From the reality, China's tourism industry is in a rapid development stage, but the development of tourism cultural creative products is relatively slow, and there are still various problems. The most important problem is that there is no unified research plan combined with the actual situation. As the guidance and management of the design and production of tourism cultural creative products are not yet perfect in our country, and no relevant departments have been designated for unified management. The design, production and sales have not been well integrated. Unsmooth information is an important factor that results in the decentralized and blind production, design and marketing, which is not better adapted to the market. The development of trend and tourism cultural creative products does not meet the market demand, and benefits brought by these products fail to achieve expected effects.

### 2.2 Single Tourism Cultural Creative Products

The singularity and homogeneity of tourism cultural creative products are serious. The lack of creativity in the design leads to similar products in the market, making tourists see single products no matter where they travel, which is difficult to arouse their desire to buy. The innovative design of tourism cultural creative products has not been paid attention to. There is a tendency of using for reference and plagiarism in the design of related products in various tourist areas in China. Such products can not reflect the regional characteristics of humanities, religions and nationalities in a tourist area. The cultural connotation is greatly reduced, while the commercialization characteristics

are more serious. Taking interest as the design purpose will weaken the aesthetic value and cultural value of products.

### **2.3 Unguaranteed Quality of Products**

The main problem in the marketing of tourism cultural creative products is that the quality of products cannot be guaranteed. There is no unified plan for the operation and sale of creative products in most of China's tourist areas, which is basically contracted by vendors of all sizes. In the absence of unified planning and management, most vendors will choose low-cost purchasing channels for their benefit, which will inevitably determine the uncertainty of product quality. At the same time, in order to obtain more profits, vendors will raise price standards. Unreasonable prices and unguaranteed quality also affects the long-term development of tourism cultural creative products. Due to the lack of consideration of cultural value of these products by vendors, the design and development of products often fail to achieve the desired results. Tourism cultural creative products are also business cards of a tourist area. When the quality of these products is not guaranteed, it will have a negative impact on the tourist area.

### **2.4 Lack of Brand Effect**

Because of the differences in the purchasing power of tourists, most regions should take into account the needs of tourists in the design of tourism cultural creative products and adopt various schemes to develop and manage them. If the design and development of these lack clear positioning, the sales of products and the satisfaction of tourists will be affected accordingly. Because of the lack of attention paid to brand effect in the sales of cultural creative products in tourist areas, it is impossible to provide perfect after-sales service to buyers. When the quality problems of products occur, there is no way for buyers to complain, which will lead to the decline of credit reputation in this tourist area, and is not conducive to the development of tourism as well. Therefore, most of China's tourism areas need to establish independent brands, set a sound pre-sale and after-sales service system, position and design creative products according to the preferences of tourists, and form an independent and trustworthy brand in the market.

## **3. Creative Ideas and Methods of Tourism Cultural Creative Product Design**

### **3.1 Establish Independent Creative Brand**

Considering the problems and shortcomings of tourism cultural creative products in China, it is necessary to establish an independent brand in the development process. In the process of establishing independent brand, it is essential to study cultural characteristics of different regions in depth, and on this basis, to form local brand of literary products. As an important part of regional tourism, tourism cultural creative products need to embody the unique characteristics of local human landscape. Therefore, in the process of establishing an independent brand, it is particularly important to have a thorough understanding of the regional cultural characteristics. With in-depth understanding, it is feasible to conduct a further analysis of local content suitable for the development and design of cultural creative products, and create creative brands with local characteristics. Secondly, after the establishment of independent brands with local characteristics, it is also necessary to build a sound industrial chain. In the marketing of creative products, the quality of products has attracted much attention. Therefore, relevant personnel in charge of the selection of supply channels should pay attention to whether the process is good and whether the supply is stable in the long run. The selection of supply is the key to ensure the quality of cultural creative tourism products. In addition, whether the marketing strategy is appropriate is an important factor to determine whether the products can successfully play their value. After establishing an independent literary brand, appropriate marketing methods should be taken to improve the added value of products on the basis of ensuring the quality of the supply. When products fall into the hands of buyers, sellers are required to provide perfect after-sales service to ensure that buyers have a solution to product quality problems, which is also different from the advantages of independent

operation of small vendors. For example, when Shanghai-Kunming high-speed railway is about to be fully operational, the Yunnan Provincial Travel and Development Commission has launched a tourism promotion meeting in Guiyang, Changsha, Nanchang, Hangzhou and Shanghai, with the theme of “Train for Spring - Take the High-speed Railway to Yunnan”. Besides, the Yunnan Provincial Travel and Development Commission has also changed its traditional marketing methods and further broadened its marketing scope. Hundreds of same-trip experience stores across the country have simultaneously launched a large-scale flavor experience week event with the theme of “colorful Yunnan is popular all over Shenzhou”. Through scenery experience such as tasting a cup of authentic Pu’er tea, tasting a handmade Mouthdoleak, taking a Yunnan characteristic handbag and watching a national flavor performance, innovative marketing of colorful Yunnan tourism brand is created.

### **3.2 Stress the Inheritance of Local Culture**

In the design of tourism cultural creative products, it is essential to avoid excessive innovation and change, and blindly focus on the combination of cultural creative products and contemporary trend. The significance lies in the protection and inheritance of local unique culture. Therefore, designers need to stress the protection and development of local culture in product design, and improve the cultural connotation of products on the basis of market demand. This can not only meet the needs of tourists, but also enhance the dissemination and influence of local culture. Taking paper-cut related products as an example, paper-cut art is one of the oldest Chinese folk arts. As a hollow art, it gives people a visual sense of hollowness, and is very aesthetic. There are different types of paper-cut art in different regions of China, such as Nanjing paper-cut, Ansai paper-cut, Yangzhou paper-cut, Longdong paper-cut, Fushan paper-cut and Yuxian paper-cut, etc. Paper-cut artistic styles vary greatly from place to place, which should be a good source of creative products. However, due to insufficient regional characteristics of many areas, the lack of protection of local government, and people’s weak awareness, these cultures and arts with local characteristics are not well protected and have not been well disseminated and developed, so they gradually fade out of people’s sight. Therefore, in the design process of tourism cultural creative products, designers are expected to emphasize the contents with local characteristics and development potential.

### **3.3 Form Regional Style**

Each region of our country has its own unique style. How to use the local regional cultural characteristics to form the design style of tourism cultural creative products has become a matter of great concern. For example, Jingdezhen is a world-renowned “porcelain capital”. Its porcelain production has a long history. Many pottery workers appeared in the Eastern Han Dynasty. By the time of the Song Dynasty, the area had become the center of the national pottery industry. Jingdezhen's porcelain is famous for its “white as jade, thin as paper, bright as mirror and sound as rock”. It integrates craftsmanship, calligraphy, painting, sculpture and poetry, with a unique ceramic culture. Combining with this characteristic, tourism cultural creative product designers are able to make use of this superior resource, use “porcelain” as material to make products that meet the needs of tourists and aesthetic needs of tourists, and apply them to tourists’ daily necessities, craft decorations and other commodities. Tourists will further experience Jingdezhen’s unique ceramic culture by purchasing these creative products. In addition, for the four famous ceramics - blue and white porcelain, blue and white exquisite porcelain, pastel porcelain and color glazed porcelain, designers of creative products are capable of using them as a carrier to design products related to the four famous ceramics, so that the ceramic culture can really enter the public vision, and attract the attention of tourists. In addition to enhancing the sense of design, tourism cultural creative products designed in this way also well reflect the local cultural characteristics and form a unique local style.

### **3.4 Increase the Element of “Human”**

The greatest value of tourism cultural creative products lies in the addition of “human” elements in the process of product design and development. First of all, before the design of products, it is

important to understand and preset the needs of purchasers and on this basis, integrate “essential innovation” into the development of original cultural creative products, which are unprecedented in the market. In addition, as mentioned above, when “cultural connotation” is given to the form of tourism cultural creative products, the story of a group of people or a town should also be integrated. The “cultural connotation” conveys not only the individuality but also the cultural connotation of strong “appeal” to the group. This cultural connotation is in line with the potential spiritual needs of society and groups, make up for the collective memory deficiencies when traveling, as well as is the chain effect of good collective memory when traveling. Meanwhile, whether it is the design and development of cultural creative products or pricing marketing, “human” is the key element. For the aesthetic, cultural and economic benefits of these products, whether interpreted by stories or focused on the inheritance and protection of local culture, the key is on the “human” itself, which is also easily overlooked.

#### **4. Conclusion**

In summary, after analyzing the problems existing in the design process of tourism cultural creative products in different regions of China, the solution to the market problems needs to be carried out from multiple perspectives. This paper mainly discusses the creative ideas and methods of tourism cultural creative product design by establishing independent brand, inheriting and protecting local culture, forming a unique regional style and adding “human” elements. Generally speaking, it is required to ensure the quality of products, strengthen the design and production links, give priority to the observation of the market and the needs of tourists, activate the market of tourism creative products and carry out innovation while fully reflect the local culture.

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