

Research on the Development of Museum Creative Products from the Perspective of Regional Culture Based on Value Chain

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Keywords: Value chain; Regional culture; Museum; Cultural products

Abstract: Museums, as the first batch of national first-class museums, have unique historical and cultural resources, but there are many shortcomings in the design of their creative products, such as fewer types of products, higher prices, and less prominent regional and cultural characteristics. In view of the characteristics of the influence of regional culture on the value of creative products, the value-added ability of creative products under the influence of regional culture is qualitatively analyzed. Through the value network model, it provides a new and practical path for the development of cultural museums in the history museum. In the cultural perspective, museums should pay attention to the authenticity of culture, and in creative design, the creative innovation should be enhanced by means of creative collection platform. The research shows that the experience of developing museum derivatives in different regions is studied and borrowed, and a new model for the development of museum cultural derivatives is proposed. That is, the museum product development model, derivative product development and creative design, derivative branding road, industry-university-research cooperation road and new marketing methods.

1. Introduction

Museum creative products are creative and designed relying on the cultural relics and their material and spiritual cultures, which have unique value beyond ordinary commodities. The development of creative products can solve the problem of funds in the development of museums, and provide better services for the society to form an economic guarantee [1]. Again, the museum's creative products are "the museum that can be taken away", which have a strong function of cultural dissemination. Therefore, the research of museum's creative products is also of great cultural significance to museums. Creative product is the most basic component of creative industry, and its value promotion has become a new hot spot in the theoretical research and practical application of international cultural and creative industry management [2]. Injecting new impetus into the museum's cultural and creative work, the regulations clearly pointed out that "the state encourages museums to excavate the connotation of collections, combines with cultural creativity, tourism and other related industries, develops derivative products and enhances the development capabilities of museums." Regional culture is not only for the development of museum cultural products. It provides a wealth of materials and creative sources, and also leads the development direction of the museum's cultural products. Through the guidance of regional culture, on the one hand, the museum's cultural and creative products can have more regional cultural connotations, thus enhancing the cultural added value of the museum's cultural and creative products [3].

Originally, regional culture is an important branch in the field of human cultural discipline system. It mainly refers to a kind of cultural characteristics that continue in a relatively determined region and represent the regional characteristics of the region [4]. However, with the in-depth study of regional culture in China in recent years, there are also different definitions of regional culture. Museums both at home and abroad are actively exploring new ideas for development, from early admission revenue to later special exhibition revenue, from simple replicas to later various tourist souvenirs, all the research revolves around the changes within the museum [5]. In addition, the restriction of regional culture on museum cultural and creative products is also reflected in the fact

that there are certain negative factors in regional culture. These negative factors are not conducive to the development of museum cultural and creative products [6]. If it is not effectively screened and eliminated, it may show negative regional culture in the development of museum cultural products. Although it has a relatively negative impact on regional culture on the road of development and change, it integrates foreign culture on the basis of rooted tradition. The culture of integration is slowly deposited with factors such as regional development pattern, humanities and customs, and environmental forms. Based on the new pattern, it forms a new feature of regional interpretation culture [7]. From the perspective of library cultural symbol mining, Internet+, product marketing, etc. we should explore the links that museums should pay attention to in the development of cultural and creative products. On the basis of the value chain theory, through the innovation of the cultural value chain, the model of the museum's cultural creation product development value network is finally formed, and the provincial history museum is the practice object [8].

2. Materials and Methods

Value chain theory divides product development process into design, production, sales, delivery and after-sales service. Value chain theory divides these links into value-added links and non-value-added links according to the different products. Value-added links are the strategic links in product production, which are the advantages of product competitiveness. Museum's creative commodities are only sold through Museum stores, which is not conducive to the promotion and marketing of products. In the current information society, online and offline, the combination of entities and networks has become very common, and the marketing of goods requires diversified sales channels. From the spiritual dimension, the cultural creativity of creative products comes from social culture or spiritual connotation, and creative ideas are the main components of creative products. In summary, creative products are valuable products and services that give cultural or spiritual values to creative activities in the production process, have intellectual property characteristics and can meet people's needs.

Museum is a window to show a city's civilization to the outside world. It constantly excavates various kinds of specific and diverse urban culture categories, such as public welfare culture, human environment, thematic culture, group culture, popular science culture and so on. Museums, while absorbing the nutrients of urban culture for their own development, continue to influence the development of urban culture from both material and spiritual aspects. Considering that museum creative products need serialized and creative design, all aspects of design requirements are very high. Museum's own design power can not meet the market's requirements for design. Only by integrating professional design resources with the R&D capabilities of professional design companies and forming a dynamic design alliance can it adapt to the changing market demand. The direction of the development of the museum's cultural and creative products is similar to that shown in Table 1 and Figure 1. The difference between a creative product that reflects a unique regional culture and a general product lies in the complex diversification of product value. Develop and innovate creative products based on regional cultural heritage. Increasing its connotation and appearance value requires a system of values, such as culture, customs, materials, crafts, aesthetics, art, and entertainment.

Table 1 Development Direction of Museum Creative Commodities

	Development	Combination
Development of Exhibition Products	32.61	15.64
Development of Exhibition Theme	27.61	16.92

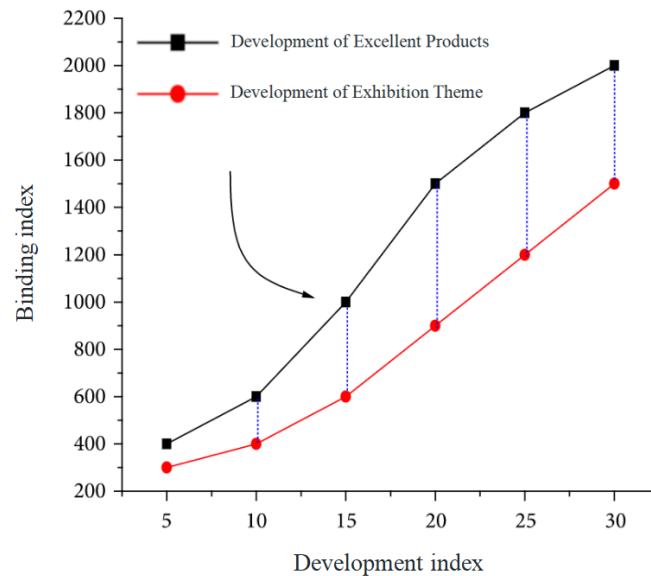


Fig.1. Development Direction of Museum Creative Commodities

Literary products should not only have high quality, high quality, but also be creative and tasty. The uniformity of industrial commodities produced in large quantities is a double-edged sword. On the one hand, these industrial products are easy to produce, cost controllable, and circulation speed is fast. At the same time, they are ornamental and practical. The value chain of cultural industry is divided into creative mining, product development, product production, product marketing and final consumption. The special feature of the museum cultural industry value chain is that it is based on cultural creativity. The key elements are knowledge, creativity, intelligence, etc. If there is no certain culture and creativity, it is difficult to convert it into economic benefits. Different from the value chain of other industries, the value of the final product can be improved through other value-added links in the value chain. On the basis of following the characteristics of regional culture, the innovative interpretation and development of the process or material makes the development of product value dynamic, and has the potential value of cross-domain tradition and the test of the times.

3. Result Analysis and Discussion

At present, a large proportion of museum visitors come from the youth group and students group, which have a higher acceptance of new things and a stronger tolerance of product design. From the perspective of value chain, collection culture injects the most basic value layer into creative products. To develop creative products with regional cultural characteristics, it is necessary to dig deep into the historical and cultural, national culture and social culture resources in the region, and symbolize and apply cultural resources through graphic, modeling, color, and textual means to form unique geographical features. Creative product design system. Other value-added is based on cultural values. When cultural values contradict other values, other values should be abandoned. If culture is lost, the development of museum cultural and creative products must lose its most basic value and lead to failure. Therefore, the primary attribute of museum cultural products should be cultural attributes.

The core of the value chain is to decompose the value of the enterprise or product development activities, and then to analyze the decomposition links to achieve higher efficiency, so as to achieve the value of the whole process, as well as the market competitiveness of products. In the design of creative products, the material and spiritual cultural characteristics behind cultural relics are highlighted. "Let the cultural relics live", activate the vitality of historical cultural relics, and carry out creative transformation on the basis of deep exploration and interpretation of traditional culture. In addition to certain intellectual property characteristics, creative products also possess unique value characteristics that are not available in other general products: Uncertainty in the fluctuation

of economic value, and symbiosis through institutional and institutional innovation. Based on the concept of symbiosis, the development of museum cultural and creative products must first rely on the regional cultural resources. The value composition is diversified in the product development process.

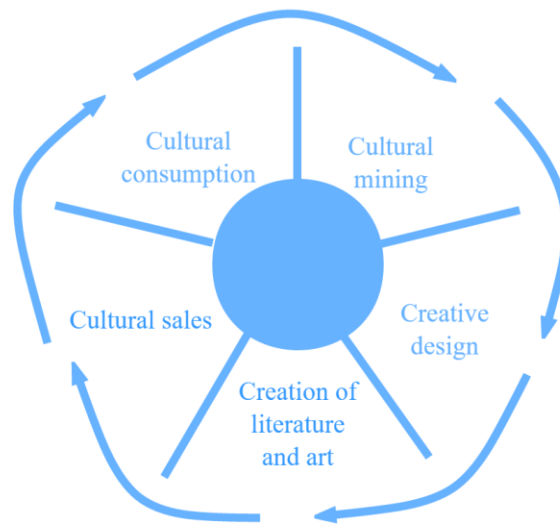


Fig.2. The Value Chain of Wenchuang Product Development

Regional culture not only provides rich materials and creative sources for the development of Museum creative products, but also leads the development direction of Museum creative products. It is the bearer of museum culture and conveys the material form of culture. Finally, the active development of cultural derivatives by museums is also the self-supply behavior of museums under the current situation, but many museums still rely on the concept of the government that museums need not raise funds, and the government should give full support. While creating the cultural characteristics of the local domain, we will continue to realize and enhance the advanced nature of culture, develop and enhance the influence and appeal, and make the influence of culture beneficial to other regions. And creativity is the core of Wenchuang products. If there is no creativity, Wenchuang products can not be called Wenchuang products, and return to the traditional “cultural souvenir era“, which will lose the core value and competition of this value chain. force. Creative design is the core competitiveness of the entire value chain. Thereby achieving cultural inclusiveness and permeability, creating conditions for the diversified development of culture.

4. Conclusion

This paper studies the development of Museum creative products from the perspective of regional culture from the perspective of value chain. Creative products based on the study of regional culture have unique characteristics, which concentrate the traditional culture and customs in a geographical region, and have strong identification function and differentiation characteristics. This characteristic determines the value of creative products to be shared, uncertain, diversified and dynamic. In a word, today's Museum has become a business card of a region or a city. It is a shortcut for us to understand regional culture and urban culture. It records the past of a city. Even the source is a special product of the development of the civilization of the city and even the entire human society to a certain stage. It is a phenomenon of culture and society. On the other hand, it is also possible to realize the online sales of Wenchuang products by means of the Internet e-commerce platform. In addition, with the advent of the experiential consumption trend, we can consider the innovative marketing methods of the museum's cultural and creative products, and introduce an experiential marketing method that can stimulate consumers' desire for consumption. Deeply excavate the cultural connotation behind the collection, develop a variety of affordable, well-designed aesthetics and practicality of the cultural and creative products, let the collection truly

enter the daily life through creativity, through the creative products to maximize the transfer of cultural relics The Chinese civilization behind it.

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