

Research on Innovation of Zhuhai Tourist Souvenirs Based on Mother of Pearl Craft

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Abstract: With the rapid development of tourism around the world, souvenirs have become a part of tourism revenue. With the development of cultural diversity in the world, cultural needs show a diversified development situation, so tourist souvenirs should also show a diversified development trend. As a coastal city, Zhuhai's most intensive culture is marine culture. The development of souvenirs and surrounding industries based on marine culture has become an important pillar of Zhuhai's tourism industry. In order to further enrich and innovate the development of tourism souvenirs in Zhuhai, based on mother of Pearl craft, this paper will develop tourism souvenirs with marine culture with marine shellfish as raw materials, and study the corresponding marketing and promotion strategies, so as to promote the formation of distinctive regional characteristics of Zhuhai tourism industry, and make its marine tourism industry develop rapidly, healthily and stably.

1. Introduction

As a product reflecting local tourism characteristics, souvenirs reflect local culture, economy and customs to a certain extent [1-5]. With the continuous promotion and development of globalization, cultural globalization has also penetrated into all parts of the world, which has resulted in the abuse of global tourism souvenirs being too uniform and batch oriented, thus making tourism souvenirs not present the bad trend of local culture and customs [6-9]. Therefore, in today's cultural globalization, it is very important and significant to firmly grasp the nationality and characteristics of our local tourism culture and develop cultural tourism products with national and regional characteristics.

A large number of scholars and cultural institutions have carried out research and Analysis on the issue of tourism souvenirs being too identical and the development of innovative tourism souvenirs. Relevant cultural and tourism research institutions and relevant cultural departments in Qingdao [10-11] think that coastal cities need to fully consider the folk culture, religious culture and marine art in marine culture when designing tourism cultural souvenirs, and pay attention to the historical remains of marine culture. They think that when designing relevant souvenirs, marine culture and local folk art should be considered. Combination: European cultural and tourism groups [12-15] think that souvenirs should be commemorative and practical, and also consider their corresponding recognition degree. They need to be combined with today's advanced technology, so that the old skills can be inherited and interpreted. Japanese Cultural Department [16] emphasizes the practicality, convenience and low cost of products in the development of souvenirs. At the same time, it emphasizes to reflect the local cultural characteristics and connotation in small details.

Based on the above analysis, this paper will take Zhuhai as an example to discuss and analyze the innovative development of its tourist souvenirs. As a coastal city, Zhuhai's most intensive culture is marine culture. The development of souvenirs and surrounding industries based on marine culture has become an important pillar of Zhuhai's tourism industry. In order to further enrich and innovate the development of tourism souvenirs in Zhuhai, based on mother of Pearl craft, this paper will develop tourism souvenirs with marine culture with marine shellfish as raw materials, and study the corresponding marketing and promotion strategies, so as to promote the formation of distinctive regional characteristics of Zhuhai tourism industry, and make its marine tourism industry develop rapidly, healthily and stably.

The structure of this paper is as follows:

The second section of this paper will analyze the problems of Zhuhai tourism souvenirs and the characteristics of Zhuhai City - marine culture.

The third section of this paper combines the snail-and-mole technology with Zhuhai marine culture, and then designs corresponding tourist souvenirs with local characteristics.

Finally, a summary of this paper.

2. Problems of Zhuhai Tourist Souvenirs and Analysis of Marine Culture

This section will focus on the analysis of the problems existing in the design of tourist souvenirs in Zhuhai. At the same time, this section will also specifically analyze the characteristics of marine culture with regional characteristics in Zhuhai.

2.1 Current situation of tourist souvenirs in Zhuhai

At present, there are three main problems in Zhuhai tourist souvenirs, which are lack of local characteristics, innovation and artistry. The corresponding details are shown in Figure 1.

On the level of local characteristics: Zhuhai's corresponding souvenirs are too identical, and influenced by cultural globalization, their corresponding souvenirs are almost similar to other cities, unable to reflect the local cultural characteristics and regional advantages. As the most important culture in Zhuhai, marine culture is ignored.

In the aspect of innovation: in order to attract tourists and earn more profits, Zhuhai's souvenirs did not pay much attention to product innovation. In order to make the sale of souvenirs come out of the dull situation as soon as possible, the best design is the most important and direct way. Tourist souvenirs are completely voluntary and cannot promote the sale of tourist souvenirs through compulsory means. Only tourist souvenirs themselves can attract consumers and arouse their desire to buy, so as to really promote sales. As the design can open the market for products, the design of tourist souvenirs is the main driving force to promote the development of tourist souvenir market. The design not only includes the beautification and shape of tourist souvenirs, but also covers the regional characteristics of tourist attractions with cultural connotation. From the appearance and content of excellent design souvenirs can get the favor of consumers, so that the sale of souvenirs quickly from the bleak status.

On the artistic level: on this level, Zhuhai tourist souvenirs are too rough in workmanship, and the corresponding souvenirs lack imagination and beauty in cultural and artistic aspects. At the same time, it abandoned the advantages of traditional Chinese aesthetics in artistic expression. A large number of tourist souvenirs overemphasize their commerciality and neglect their artistry and beauty in a real sense.

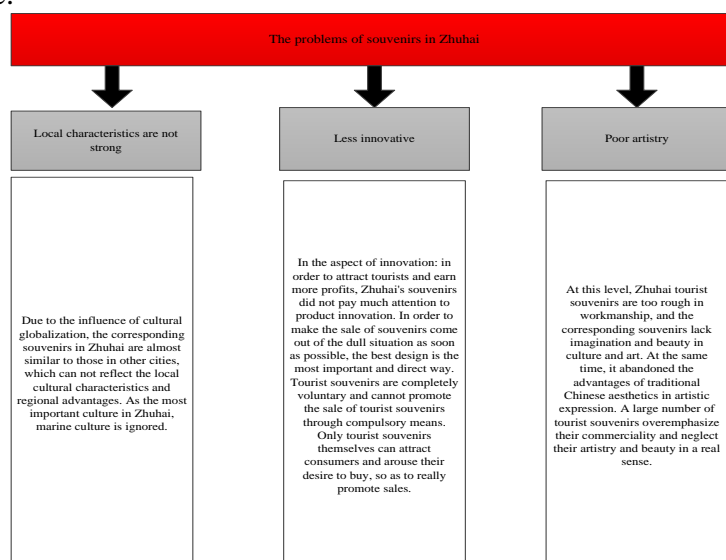


Figure 1 Problem block diagram of Zhuhai tourist souvenirs

2.2 Connotation and significance of Zhuhai marine culture

As a coastal city, Zhuhai has a strong marine culture. Marine culture has given Zhuhai a lot of significance, and has given coastal people a lot of marine folk customs, marine specialties, marine religious culture and marine science and technology culture. A large number of marine historical remains and related folk tales give Zhuhai more details and connotations.

3. Innovation of Zhuhai tourist souvenirs based on mother of Pearl craft

Mother of Pearl craft is one of the most unique and beautiful crafts in China. Its products are of great cultural significance and artistic value. The raw materials used in mother of Pearl craft can fully reflect the local characteristics and location. As early as the Shang and Zhou Dynasties, people simply cut and polish shells, chatting and decorating on the paint. In the Tang Dynasty, imaginative and creative craftsmen began to grind spiral shells into pieces, and then paste them on the paint according to the pattern, so all kinds of flowers, birds, branches and characters blossomed like fireworks on the black paint. In the Japan, there are still well preserved artifacts of the Tang Dynasty more than 1200 years ago. Among them, there are various kinds of mother of Pearl lacquer boxes, mother of Pearl lacquer back mirrors and mother of Pearl pipa, which are beautiful and gorgeous, reflecting a brilliant and glorious era.

As a coastal city, Zhuhai has a large number of shellfish raw materials. Combined with mother of Pearl craft and marine culture, it can produce many tourist souvenirs with local characteristics and artistic value. In order to further improve the innovation level of tourism souvenirs in Zhuhai, this paper proposes the following suggestions based on mother of Pearl craft and local marine culture in Zhuhai.

1) Based on mother of Pearl craft, shellfish are used as raw materials to create shellfish carving works that highlight the characteristics of Zhuhai's local landmarks. As shown in Figure 2, it is a typical shell art based on mother of Pearl process. The sales of souvenirs in many scenic spots are in poor condition. To a large extent, it is affected by the single style and variety of souvenirs. The ubiquitous jewelry tourist area, wood carving, crystal glass ball and other handicrafts are sold as souvenirs, lacking of unique geographical features. The characteristics of each tourist destination are different. Only the development can reflect the local characteristics of tourist souvenirs, which can stand out from the same tourist souvenir market.

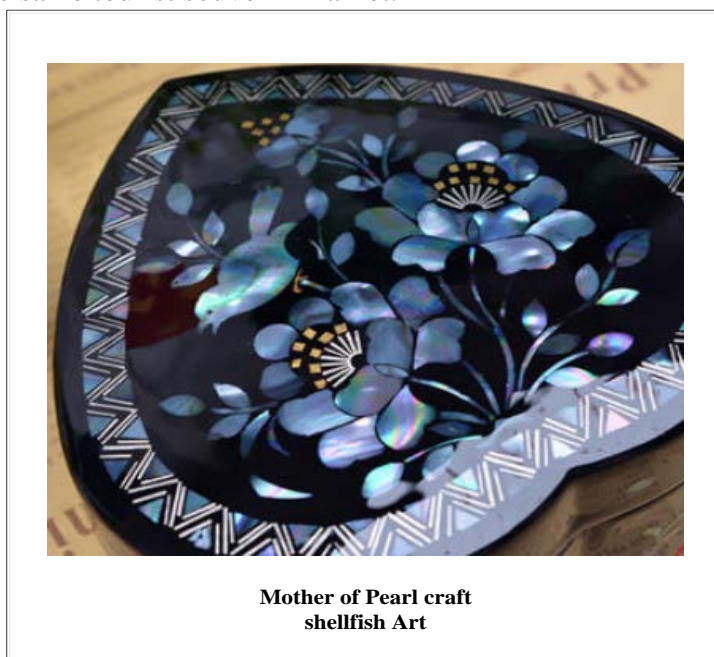


Figure 2 Shell tourist souvenir of mother of Pearl craft

2) Based on today's technology, traditional mother of Pearl Arts and crafts are given a new life.

As shown in Figure 3, it is a typical mother of Pearl technology product. In addition to characteristics, the quality of tourist souvenirs is also an important aspect of promoting sales. The excellent quality of tourist souvenirs is based on exquisite manufacturing technology. The exquisite design also must pass the exquisite technology to achieve the original design effect. At this level, we can make related mother of Pearl works of art radiate scientific and technological life based on electronic technology and lighting technology, so as to increase the vitality and freshness of tourist souvenirs, and then improve the consumption desire of tourists. In addition, we can use microelectronics technology to install small chips for traditional tourist souvenirs to make them contain more cultural stories and corresponding cultural information.

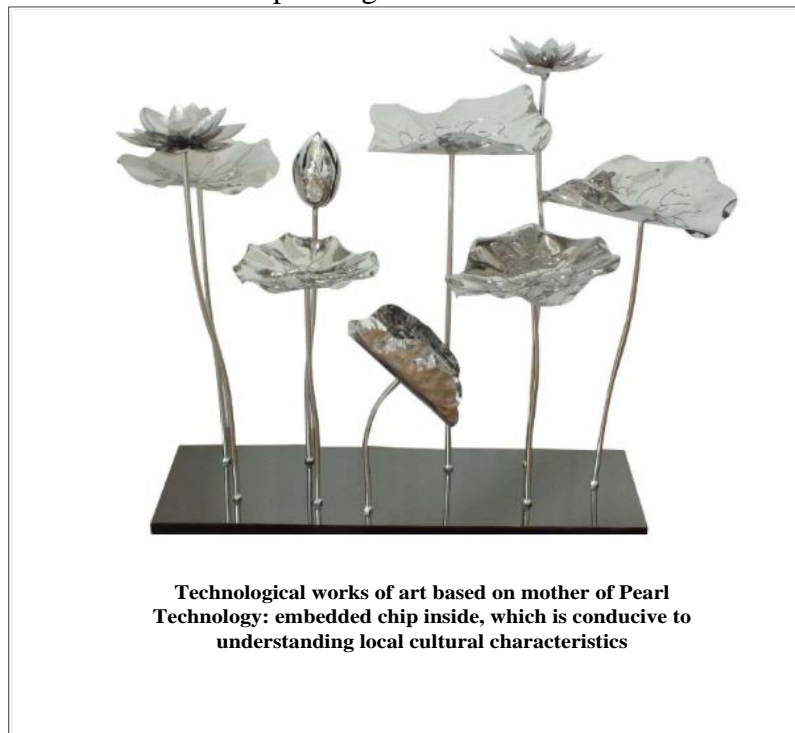


Figure 3 Souvenirs of science and technology tourism

3) Launch souvenirs of different levels in terms of price. At this level, tourism souvenirs will be covered in an all-round way to cover more consumer groups. The specific measures are as follows: set up souvenir sales shop, discount shop and discount shop in the tourist area, and set up souvenirs of different grades in the regular sales place; establish the standard, price management system and price level, develop the market level of tourist souvenirs, avoid the bad competition among similar souvenirs, and improve the reputation of tourist souvenirs market.

4. Conclusion

This paper mainly analyzes the current problems of Zhuhai tourist souvenir market and the corresponding marine culture of Zhuhai. In order to improve, enrich and innovate the development of tourism souvenirs in Zhuhai, based on mother of Pearl craft, this paper develops tourism souvenirs with marine culture with marine shellfish as raw materials, and studies the corresponding marketing and promotion strategies, so as to promote the formation of bright regional characteristics of the tourism industry in Zhuhai, and make the rapid, healthy and stable development of its marine tourism industry.

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