

Development and Design of Tourist Souvenirs in Zhejiang Province Based on Red Theme

Dong Weng

Faculty of Business Administration, Tourism College of Zhejiang China, Zhejiang, 311231, China

Keywords: Red tourism; Tourist souvenirs; Development; Design

Abstract: In recent years, China's tourism industry has been developing rapidly, especially the red tourism, which has been paid more attention and developed. As a branch of cultural tourism, the red tourism has a strong specialty and is the product of the construction of spiritual civilization in the process of modernization. It is of great significance at this stage and is of great concern. The development of Nanhu scenic area in Jiaxing plays a leading role in the formation of the "red tourism" industry chain, and at the same time, it promotes the development and construction of domestic red tourism scenic areas. A cruise ship in Nanhu Lake, Jiaxing, which is now called "Red Boat", is the place where the Communist Party of China came to an end, and its historical and practical significance is self-evident. By using the design and development process, the red boat Tourist souvenirs in the scenic area are redesigned, which will help the renewal of the South Lake red boat Tourist souvenirs and promote the red boat spirit and red boat culture.

1. Introduction

The development of China's tourism industry in recent years can be described as rapid development. Tourism revenue has become an important part of local and even national finance. According to the standard classification, tourism is composed of six major components, of which shopping consumption is the most important and active element, profit The space is huge and the potential is huge. Then the concentrated embodiment of shopping consumption is Tourist souvenirs. The shopping consumption level of attracting tourists is often an important reference for evaluating the current development of tourism in a region [1]. In a tourism power country that has developed for many years in the West, tourism income accounts for one-third of the local economic income, while China has only accounted for less than one-fifth in recent years. According to authoritative surveys, tourists from all over the world, including China, spend less than 1/1000 of that of scenic spots in the United States and less than 1/2000 of those in Europe. It can be imagined how big the gap is and how deep the Chinese tourism market can be developed [2]. With Jiangxi as the first example, the newly rising "red tourism" has emerged in just a few years. Red tourism is the combination of "military culture" and "economic concept" at present. It is a new concept under the background of China's tourism economy after the reform and opening up. The corresponding Tourist souvenirs were developed and we call them "Red tourist souvenirs". Such a mode of development can not only provide extensive national education and cultural dissemination through red resorts. At the same time, it has opened up a new economic growth mode to achieve economic revenue and growth [3]. This paper takes Nanhu District of Jiaxing City, Zhejiang Province as an example to discuss the development and design of Tourist souvenirs in Zhejiang based on red theme. South Lake, located in Jiaxing City, Zhejiang Province, is called the three famous lakes in the south of the Yangtze River together with Xuanwu Lake in Nanjing and West Lake in Hangzhou. It has been a famous tourist attraction in the south of the Yangtze River since the Tang Dynasty. South Lake Scenic Spot, the birthplace of the Party, is not only a beautiful scenic spot, but also listed as a national "5A" level tourist scenic spot, the starting point of the Chinese revolution, the national red tourism classic scenic spot and one of the national hundred patriotic education demonstration bases [4]. Since 2016, the tourism industry in Nanhu District has "full firepower", and the growth rate of all major indicators has achieved substantial growth. The number of tourists increased by 13.73% year-on-year. Tourism revenue increased by 14.72% year-on-year. The

number of visitors and operating income in tourist attractions increased by 19.6% and 44.04% year-on-year respectively. The number of travel agency groups and ground connections increased by 17.32% and 2154% year-on-year respectively [5].

2. Development of Red tourist souvenirs

Jiaxing is located in the southeast coast of China and the center of the Yangtze River Delta. The city is at the intersection of rivers, seas, lakes and rivers. It chokes the throat of the Taihun corridor. It is less than 100 kilometers away from other cities such as Shanghai, Hangzhou, Ningbo, Shaoxing and Suzhou, with obvious location advantages. Jiaxing has been a rich and prosperous place since ancient times. It is known as "the land of fish and rice, the home of silk". Since 1949, especially since the reform and opening-up, Jiaxing has carried the joint influence of the development of Pudong in Shanghai, the open economy in southern Jiangsu and the private economy in southern Zhejiang. Its economic and social development is good and fast, and its comprehensive strength has been significantly enhanced [6]. South Lake Scenic Area is located in the south of Jiaxing City, and the lakeside scenic area extends to the south square area of Jiaxing Railway Station in the northeast, connecting the old city, and Fanggong Road on the east side leads directly to Jiaxing high-speed railway station, all of which are residential quarters along the line. Generally speaking, this section is located in the dual coverage of urban core area and scenic spots, with convenient transportation and beautiful scenery. The development of Red tourist souvenirs not only creates considerable economic benefits, but also promotes regional economic and cultural exchanges. By organizing souvenir design competitions, souvenir fairs and other activities, it can continuously improve the quality and cultural connotation of Red tourist souvenirs, and promote cultural exchanges in various regions. , Prosper local economy. The difference between red tourism and ordinary tourism lies in its propaganda and educational significance. While promoting the economic development of the old area, it promotes the revolutionary spirit and revolutionary tradition, remembers history, and promotes the national spirit of hard struggle.



Figure 1 Red tourist attractions

Red tourist souvenirs is one of the carriers and ways to inherit this spirit. A good souvenir can blend aesthetic value and commemorative value perfectly and fully reflect it. Even after the end of the tourism activities, it will make people enjoy it immensely. Red tourist souvenirs differ from ordinary Tourist souvenirs in that they should embody their own characteristics when developing designs, not only to emphasize their local characteristics, but also to emphasize the historical and cultural connotations of "red", and to make more articles on the commemorative value.



Figure 2 Commemorative tea cup of red tourist attraction

Because modern commodity circulation channels are quite developed, almost all commodities can be bought in different places, which weakens tourists' desire to buy souvenirs. Therefore, the development of Red tourist souvenirs must fully reflect the strong local characteristics and unique commemorative value, and highlight its uniqueness and irreplaceable. This requires the development and design of ideas not only to improve product packaging and changes in raw materials, but also to start from the needs of consumers, to find creative points in the function, shape, and craftsmanship of souvenirs, and to inherit, innovate, and appreciate. Combining practicality, local resources with tourists' psychological needs, product varieties and overall tourism image, and constantly trying new design ideas, can we develop Red tourist souvenirs that meet the needs of tourists and have comprehensive values such as commemorative, collection, and education.

3. Design of Zhejiang Red tourist souvenirs

Any product after design and production is to go to the market and participate in market activities, which requires that design and production must be guided and communicated by information. Information is the basic element of market economy activities. As long as there is a commodity economy, there will be market investigation activities, so market investigation is the cornerstone of design activities. Understanding the red tourist destination itself is the basis for designing and developing souvenirs. Because the design ideas, inspirations and assumptions of souvenirs often come from this, the investigation of historical resources of red tourist spots and routes mainly refers to the basic situation of tourism resources such as types, characteristics, causes, grades, scales and combination structures, as well as historical events, celebrity activities and literary works related to tourism resources. Knowing these situations, it is possible to dig deep into the design elements with local characteristics and unique commemorative significance, apply them to the design, and create refreshing and unforgettable souvenirs.

The refinement of the image of the Red Boat should be just right. If the refined shape is too real, it will be no different from the Red Boat model, and will not be conducive to mass processing and production. Too detailed depiction is also very detrimental to transportation and preservation. If it is too abstract, people will not be able to see the image of the red boat at a glance, but the proportion and scale should be strictly in accordance with the prototype of the red boat. The color matching must conform to the characteristics of the birthplace of China's red culture, and at the same time not fall into the shadows. Tourist souvenirs should not only be handicrafts, but should have a certain practical value, so that they can be integrated into the lives of users and achieve better cultural communication effects. Traditional greeting cards are mostly planar, even if they are prominent, they only use the pattern of pad plateau, which lacks interesting. Three-dimensional greeting cards can solve these problems very well, using different connecting means, making the card open in the middle of an unexpected three-dimensional form, in this way, people can re-arouse interest in writing greeting cards, but also make people happy to receive. Therefore, we set the direction of the

program as --- red ship stereo greeting card.



Figure 3 The spirit of the Red Boat is passed down from generation to generation

The geometric red boat is printed on the external front of the greeting card in the form of silhouette and semi-hollowing out. The oval surrounds the red boat to highlight the main body, and at the same time plays a guiding role in the internal three-dimensional red boat shape. The lower part represents the water waves with uniform lines, thus restoring the scene of the red boat moored on the South Lake. White inner paper is not only writing paper, but also highlights the red boat shape by using color contrast. Using the principle that the rectangle is unstable and the opposite sides are equal, a three-dimensional red boat shape will appear in the middle after opening, which is simplified and has the characteristics of a red boat. The materials are dark red cardboard and thinner white writing paper. The processing technology of dark red cardboard is laser cutting, which has better effect and higher efficiency. The overall proportion and scale are strictly in accordance with the red boat prototype, so that people can see the image of the red boat at a glance, but there are not too many tedious depictions. The overall shape of the red boat is outlined with simple lines, and the proportions of the three boat canopies are kept in line with the prototype of the red boat.

4. Conclusions

Travel is a resource-oriented industry. The basis for its survival is the protection and preservation of resources, which is different from natural tourism resources. The particularity of red tourism resources makes red tourism scenic areas a dynamic and complex system, including many subsystems such as scenic area itself, tourists, government and community. The design of souvenirs should pay more attention to the excavation of educational significance and collection value, which is different from the development and design of ordinary Tourist souvenirs. This also requires that they can not be allowed to survive by market behavior alone, and must be guided and regulated by government departments, just like the development and utilization of red tourism resources. For Jiaying, some achievements have been made in the promotion of the Red Boat Spirit, but there are still many problems in the South Lake Red Boat Tourist souvenirs. It is hoped that the above research will help the renewal of the South Lake Red Boat Tourist souvenirs and promote the Red Boat Spirit and Red Boat Culture. Living in an era of excess information and extreme impact on traditional culture, it is also an era in which it is very difficult to convey the special functions and meanings of red tourism. How to blend the modern atmosphere with the traditional concepts of revolutionary history is an era that every designer must consider. The problem is not only in the design of Red tourist souvenirs, it involves design in many fields. In fact, Red tourist souvenirs has become a carrier invisibly, playing its own role and function for communication and integration.

Acknowledgement

Thousand Island Lake Special Project of Zhejiang Tourism Vocational College in 2020: Research on the construction of red cultural tourist souvenirs in Chun'an County from the perspective of tourism IP (2020QDKY05): 2020 Zhejiang Provincial Department of Education Research Project: Research on the Development and Design of Jinhua Tourist Souvenirs Based on Red Themes (Y202043351)

References

- [1] Li Yang Qing, Jung Rong. Innovation research of tourism commodities based on 3D printing technology - Take Zhejiang characteristic Tourist souvenirs as an example. *Industrial design*, No. 7, PP. 96-97, 2016.
- [2] Zhang Xiaoyu, Zuo Junwei. Development and design of Jinggangshan Tourist souvenirs based on red theme. *Packaging engineering*, Vol. 39, No. 12, PP. 224-230, 2018.
- [3] Wang Tongwu. A comparative study of design features of Tourist souvenirs in Jiangsu, Zhejiang, Shanghai and Shuixiang. *Journal of Zhejiang Textile and Garment Vocational and Technical College*, Vol. 17, No. 4, PP. 85-88, 2018.
- [4] Tong Mengqiu, Wu Yongyu. Study on the development strategy of Tourist souvenirs in Dupu of Pinghu. *Shandong Textile Economy*, No. 9, PP. 54-55, 2016.
- [5] Chen Qiujie, Chen Jinping, Zhu Minzhi. Exploration of Tourist souvenirs design based on canal culture. *Packaging World*, No. 6, PP. 76-78, 2016.
- [6] Jiang Xiao, Teng Shuisheng. Research and redesign of Red Ship Tourist souvenirs in Jiaxing South Lake Scenic Area. *Scientific and technological horizon*, No. 3, PP. 56-57, 2019.