

Craftsman Spirit and Jiangsu Tourism Culture Products

Yan Gu^{a, *}, Qing Zeng^b, Tingxuan Chen^c and Ximei Wei^d

¹. Jiangsu University of Science And Technology, Zhenjiang, Jiangsu, China

^a641330718@qq.com, ^b2393945628@qq.com, ^ce646547310@qq.com, ^d1822501314@qq.com

Keywords: Artisan spirit; Jiangsu; Tourism Cultural Products

Abstract. The creative tourism products under the spirit of artisan are unique and commemorative, and the product design is just the beginning stage in our country's universities. For tourists, it is not only to buy a special product, but also to retain a beautiful memory in the heart. Craftsman spiritual and cultural design products will have a large audience market, design and development of this product will certainly have development potential. Taking the Craftsman spirit as the main way to develop cultural and creative products, the traditional tourism and cultural creative products have been developed, highlighting the characteristics of Jiangsu's brand culture connotation and regional characteristics, and the development and design of its commonalities and individuality are very valuable.

Introduction

The word "craftsman spirit" has gradually entered our life. In 2016, Premier Li Keqiang proposed to cultivate the spirit of craftsmen who strive for excellence. In 2017, the spirit of craftsmen was written into the politics of postgraduate entrance examination of China. In the past, craftsmen were closely related to the lives of ordinary people: carpenters, blacksmiths, silversmiths and so on. The spirit of craftsmen originates from the attitude of craftsmen towards their works, which constantly refines and improves their craftsmanship, and witnesses the process of constantly changing and upgrading their works in their own hands. In this process, it shows the persistence of product refinement and perfection, regardless of the attitude of small profit product supremacy. With the development of society, some craftsmanship is gradually replaced by machines, but the spirit of craftsmanship is never out of date.

Dean Carmen, one of the most famous inventors in contemporary America, once said, "The essence of craftsmen is to collect available technologies to solve problems or create solutions to create wealth, not only as a part of the country, but also as a source of life for the country." Simply put, anyone who has good ideas and works hard to realize them can be called a craftsman. So what is craftsmanship? Its spiritual connotations include:

- A. Keeping improving
- B. Strictness, meticulousness
- C. Patience, concentration, perseverance
- D. Professionalism
- E. Indifference to fame and wealth.

Now, craftsmanship is more required in all fields and industries. Moreover, in this era of continuous development of science and technology and global economy, innovation, division of labor and cooperation are increasingly emphasized. For example, Huawei in China is a good example. Its corporate culture of hard work, self-criticism, openness and enterprising, honesty and trustworthiness, and teamwork is centered on craftsmanship. Only by doing this, can it develop so well and even be recognized by the state.

Current Situation of Tourism Cultural Products in Jiangsu Province

First, Tourist commodities, also known as tourist shopping products, are the material products that tourist destinations provide to tourists with characteristics, strong attraction for tourists, with

memorabilia, artistry and practicality. There are many kinds of tourist commodities in China, such as tourist food, light industrial products, textile industrial products, handicraft products, arts and crafts, cultural relics, local products, tourist souvenirs, etc. With the development of science and technology, the improvement of people's living standards and the emergence of more and more demands for a better life, people's demand for tourism products is gradually changing, and the types of tourism commodities are more and more, and the development is also faster and faster. According to the survey, the focus of tourists' shopping is: the availability of goods, the acceptance of prices, the quality of products, whether they have brand characteristics, whether they are not innovative enough and whether they are exquisite. For similar products, the focus of tourists is price, quality, brand and so on. Among them, practicality and innovation are becoming more and more important on the basis of price, quality and brand.

From the current point of view, the main tourist commodities sold around the country are tourist souvenirs, handicrafts and agricultural by-products. According to the survey, the proportion of tourist souvenirs is declining year by year, the proportion of tourist crafts is also very small, and tourists' interest in luxurious things is becoming lower and lower. In recent years, domestic tourism commodities, the rapid development of life-related industrial products, its proportion is also increasing rapidly, and various forms of tourism commodities are beginning to develop in the direction of practicality and life.

Travel in several representative cities in Jiangsu (Nanjing, Suzhou, Wuxi, etc.) will find that most of the tourism products are similar to those in other provinces in terms of technology, packaging and appearance. Of course, there are more exquisite, special, but also very expensive. Now entering the era of globalization, Jiangsu, as a province with great charm, its tourism products are not only for the people, but also for foreign tourists. Foreign tourism products have advanced experience in the depth of product design and the sustainability of product upgrading. However, there are many phenomena in China, such as passive upgrading and inadequate product innovation, which bring about fluctuation and inefficiency of tourism economic development. By comparing the tourist souvenirs of some countries, such as the United States and Japan, it is found that there are probably several defects in Jiangsu's tourist cultural products:

A. Prices of civilians, the quality is generally not very good, it is difficult to take to send people; the quality is better, the price is too expensive, the public is difficult to accept;

B. The product innovation is not enough, the packaging is similar, the imitation of some landscape pavilions is superficial, and it is difficult to attract the public;

C. Paying too much attention to ornamentally, not enough practicability, or not enough practicability of the product, cannot meet the use value of the product itself;

D. The lack of regional characteristics of existing tourism products on the market makes it impossible to reflect the cultural characteristics and historical background of regional characteristics. Among the stalls of scenic spots, small ornaments are rich and colorful. However, as everyone knows, most of these "gadgets" are transported from large wholesale markets. They are low-cost, rich in styles and rough workmanship, and cannot withstand deliberation. Few souvenirs can truly reflect the local cultural characteristics, such as pendants, bracelets, ornaments, sculptures and so on.

Design of Jiangsu Tourism Cultural Products

The spirit of craftsmen is the creation of skilled craftsmen in ancient China, and "Jiangsu Made" bears the glorious civilization of creation, is one of the representatives of Chinese traditional culture, it is a cultural heritage, inheriting the historical civilization. In order to "Jiangsu Manufacturing" has a great influence at home and abroad, the introduction of inheritance and innovation of craftsmanship spirit is of great significance and influence to Jiangsu contemporary product designers. In 1988, Britain first put forward in the British Creative Industries Path Document that "Creative Industries refer to those enterprises that can obtain the motive force of development from their creativity, skills and talents, as well as those activities that create potential wealth and employment opportunities through the development of intellectual property rights." It has affected countries in Europe, America and Asia that are interested in developing creative industries. There are also many studies on the combination of tourism handicraft and local culture from the perspective of folklore or economics,

but few studies on how to combine local traditional culture and creative design of local tourism handicraft from the perspective of design and development of traditional cultural creative tourism products, and lack of the development of cultural value and specific application design methods. In the face of the convergence of the external forms of products, the lack of details and the lack of artistic aesthetics in contemporary product design in Jiangsu, some solutions and suggestions are put forward to solve these problems, so as to realize the development and transformation of craftsman spirit in modern product design in Jiangsu.

However, the elements that can really make the product symbol semantics spread mainly include designers, users and product symbols, design coding, understanding decoding, final effect and feedback, etc. Therefore, we have started to research the characteristic tourism cultural souvenirs which have slightly practical value. It is found that the souvenirs with excellent linguistic meanings can evoke travel memory and reflect the local historical and cultural characteristics through their own characteristics, thus having both ornamental value and commemorative value.

A. Re-creation of Plane Patterns Postcards, bookmarks, paper-cuts and other plane souvenirs of many tourist attractions are usually pictures of cities, gardens and pavilions directly, or treated slightly, lacking interest. For this kind of souvenirs, we need to design and process some famous scenic spots' pictures, extract their main lines, and use color, geometry, pictograph and other means to deform and simplify them. Alternatively, special printing methods can be used to make it convex and concave or laser printing can be used with special materials such as metals, plastics and composite materials. Of course, paper is the cheapest, but the variety of materials can also increase interesting, to meet the preferences of different levels of tourists.

B. Combining with Popular Culture

The birth of the network in the new century has spawned many sub-cultural circles, with which the differences of people's sub-cultural backgrounds have emerged. The lack of traditional handicraft on the market has caused some new generation of young people to be unable to establish the association between traditional handicraft and craftsman spirit. On the contrary, not all of the current popular things belong to the category of pan-entertainment or even three vulgar customs. Tourist souvenirs are indispensable to creativity and characteristics. Therefore, it is a good design method to find the cultural foundation behind the popular things, extract their essence, and combine with the traditional characteristics. Creative crafts such as paper-cut and pottery sculpture can absolutely borrow all kinds of modern images and use traditional crafts to create finished products (on the premise that they can't cut corners and the price is reasonable), which is bound to sell well.

C. Integration with non-relics culture

In fact, Jiangsu is a representative province of China's traditional culture. Wu and Yue culture, Jiangnan culture and garden culture are all representative cultures with Chinese characteristics, which have great development value. In Jiangsu, non-legacy culture is also varied, such as: White Snake Legend, Liang Zhu, Kunqu Opera, Su Opera, paper-cut, Su embroidery, silk, clay sculpture, puppet show, Dongba Dama lantern and so on. The specific images in the traditional intangible cultural heritage are difficult to be understood by the public. Therefore, the images that can be understood and arouse imagination and interest in history, culture and craftsman spirit are limited to the well-known images. An ancient stage, a storyteller, a craftsman, or a traditional costume, jewelry, traditional craft tools, machines, are all non-legacy representative images, which can be excavated in depth. Now most of the images on the market are quite familiar, such as the image of Kunqu Opera, Monkey King, garden style and so on. Therefore, the key point of innovation is how to discover and extract these image points and apply them to handicraft and practical products. Only in this way can we fully embody the unique style of Jiangsu and let the outside world know about Jiangsu.

D. Forming an industrial chain

Designers are indispensable for product design. The reason why the tourism and cultural product industry in Jiangsu lags behind is the lack of product design and development, as well as perfect management. Therefore, it is necessary to form a complete industrial chain and cultivate the external image of Jiangsu.

Conclusion

The spirit of craftsmen was advocated in all dynasties. The craftsmen of different times use their painstaking efforts to create a beautiful work with the characteristics of the times. The spirit of craftsmen is the carrier that can most arouse people's sense of hard work and history of traditional works of art and craftsmen behind them. With cultural background, it is the general trend to show local characteristics through product shape, symbols, images and so on, or to arouse tourists 'reverie and recall of practical, shared souvenirs. Relying on Jiangsu culture and from the perspective of artisans' spiritual tourism product design and development, using modern design concepts of the contemporary era, the study of Jiangsu cultural characteristic tourism crafts and application theory can not only inject unique essence of Jiangsu cultural theory into Jiangsu tourism crafts, but also promote the transformation of Jiangsu cultural resources advantage into cultural industry advantage.

Acknowledgements

Jiangsu Provincial Department of Education 2017 University Philosophy and Social Science Research Results, Fund Project No. 2017 SJB1109; Jiangsu University Student Innovation and Entrepreneurship Training Project: 2018 Undergraduate Innovation and Entrepreneurship Results of Industrial Design Department of Jiangsu University of Science and Technology Mechanical College

References

- [1]Qiao Jun, Jiangsu Tourism Development Research Report[M]. Nanjing: Nanjing University Press,Vol. 2014 , No.83
- [2] Guli, Creative Industry Development Jiangsu Museum Souvenir Development Design and Marketing Communication[J] . Design. Vol. 2017.No.11
- [3] Zhongxu; Kangmeiqin, Copyright Protection of Cultural Creativity[J] . SAR Economy, Vol. 2014 No.7