

Current Situation and Development Strategy of Guilin Longsheng Red Cultural and Creative Products

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Abstract

Since ancient times, Guilin has been world-famous for its beautiful landscapes, and at the same time, Guilin also enjoys the title of "World Famous City of Landscape Culture" and is one of the representatives of typical tourist cities in my country. Beautiful landscape, more ethnic customs! Guilin Longsheng Autonomous County of Ethnic Minorities, with unique natural landscapes, strong ethnic customs and prominent red culture, is not only a national-level ecological construction demonstration county, but also a major tourism county in Guangxi. However, at present, there has been no report on the cultural and creative research on the fusion of ethnic minority culture and red culture in Guilin Longsheng Minority Autonomous County. This paper takes Guilin Longsheng Autonomous County as the research object, based on the perspective of Longsheng minority culture and red culture, analyzes the current situation of the development of tourism cultural and creative products, and briefly discusses the feasible path of Longsheng cultural and creative development in the future. Add new countermeasures for the development of red tourism in Longsheng, Guilin, inherit red culture, and promote the development of red tourism.

Keywords

Guilin Longsheng; Red tourism; Cultural and creative design; Cultural and creative products.

1. Meaning of Related Concepts:

1.1. The Meaning of Cultural and Creative Products

Cultural and creative products, the abbreviation of cultural creative products, is a special product designed and produced based on cultural creative design, using technical means, and through the development and application of intellectual property rights to create and develop various valuable cultural resources. The appearance and connotation of cultural and creative products have more cultural characteristics, which are more likely to attract the attention of consumers and stimulate their desire to buy.

Originality and unique culture are the most important connotations and essences of cultural and creative products. With the continuous development of my country's economy and culture, history and culture are constantly being excavated, setting off an upsurge in the development of the cultural and creative industry.

1.2. The Meaning of Red Cultural and Creative Products

However, red cultural and creative products use red cultural element symbols, red spirit, etc. to design and package products, and reflect the inner spirit of the revolutionary process through the external performance and functional use of products, so as to enhance the identity and influence of red culture. It integrates history, politics, artistry, and practicality, and its own value is not only "objects", but also a personalized interpretation of red culture. Red tourism

cultural and creative products are commemorative tourism commodities, which have far-reaching significance for the development of tourists and the red tourism industry.

2. Development Status and Problems of Longsheng Red Cultural and Creative Products

It enjoys the title of "Famous City of Landscape Culture in the World", and has unique and rich tourism cultural resources, but it is not prominent in the current tourism cultural and creative market, its red culture has not been well exploited and utilized, and its tourism industry has not Form a complete product system. There are still many problems in the development of its cultural and creative products, as follows:

2.1. There Are Many Homogeneous Products

Looking at the cultural and creative product market in Guilin at present, there are problems that are similar to those in most parts of the country. Product homogeneity is serious, and the types of cultural and creative products in small towns are similar, without obvious regional characteristics. The homogenization of tourism products sold in all scenic spots in Longsheng area is serious. Almost all are selling the same small items, such as: combs, scarves, jewelry, notebooks, etc. Since these products are also sold in large quantities in other urban attractions, the products are too homogenized and lack uniqueness, which makes it difficult to stimulate consumers' desire to buy.

2.2. No Innovation

The product is mass-produced, but the sales are mediocre. The essential problem is: the product lacks innovation. The result of mass production of products can only be mediocre sales, poor consumer experience, and products without innovation are eventually eliminated from the market. It is not possible to start from its historical culture and integrate local humanistic characteristics to create it. As a result, the attraction of tourists in this scenic spot to its tourism culture and creativity has declined, and product revenue has also declined.

2.3. Break Away from Consumer Demand

At present, the cultural and creative products on the market are mostly ornaments because of the excessive pursuit of the aesthetics of the packaging by the merchants, and the practicality is not high. If it is not integrated into the production and life of consumers, consumers' desire for its substantive functions cannot be satisfied, and cultural and creative products that are divorced from consumers' practical needs will eventually be eliminated by the market.

2.4. Lack of Brand Awareness

The entry threshold for cultural and creative products is low, and most historical and cultural attractions in my country have no awareness of establishing a brand for their cultural and creative products. Without a brand, it is easy to lead to blind consumption and reduce the added value of goods.

For example, in scenic spots such as Longji Terraced Fields and Longsheng Huaping Nature Reserve, the tourist products sold by their shops are very consistent, and most of them are small items directly wholesaled from Yiwu or Guangzhou. Due to the failure to establish its own brand IP, it has not been able to provide consumers with a complete after-sales system. If quality problems occur in the later stage of sales of cultural and creative products, consumers will not be able to receive timely after-sales services. The reputation of the market has been greatly reduced.

2.5. Unclear Product Audience

Each item should be sold with consideration for its primary audience. The positioning and analysis of the people who buy the goods determines the thinking of the style, price, function orientation and many other aspects of the goods to a great extent. However, the cultural and creative products of this scenic spot do not take into account the aesthetic characteristics of the audience differences, and the products are not targeted and difficult to resonate, thereby reducing the desire to buy.

2.6. Insufficient Excavation of Product Red Culture

Longsheng is also the place where the First Front Army of the Central Red Army passed through the Long March. Its historical revolutionary culture has formed its unique red tourism resources, which have important commemorative and scientific research value.

The following list is just an overview of some of the key protection units:

2.6.1 Red Army Building: "Red Army Building" is located on Longping Village, Longping Village, Pingping Township. The Long March of the Chinese Workers' and Peasants' Red Army passed through here, at the district level

Key cultural relics protection units.

2.6.2 Red Army Bridge: "Red Army Bridge" (also known as Shunfeng Bridge). Built in the early years of the Republic of China. , the Chinese Workers and Peasants' Red Army's Long March passed here,

Fight fiercely with the enemy on both sides of this bridge. The Miao people renamed it the "Red Army Bridge". It is a district-level key cultural relic protection unit.

2.6.3 Red Army Rock: It is located at the foot of Baimian Yaozhai Mountain in Zhoujia Village, Sishui Township. In 1973, the county people's government announced it as a county-level key Cultural relics protection unit. At present, it has been developed and utilized and has become a key tourist spot in the country.

2.7. Red Cultural and Creative Products Are Not Integrated with Minority Culture

Longsheng County has a long culture, which can be traced back to the Qin Shihuang period. Longsheng has a large number of ethnic minorities since ancient times. The regional ethnic culture has profound cultural background, rich ethnic culture types, obvious characteristics, and huge potential for development.

The following is a detailed introduction to Longsheng's special folk customs:

2.7.1 Longji Terraced Fields: The Longji Terraced Fields are named after the backs of mountains like dragons. They are a famous scenic spot in Guangxi.

Years of history, known as "the crown of the world's terraced fields".

2.7.2 Longsheng Hot Spring: Longsheng Hot Spring is located by the Ailing River in the northeast of Longsheng County. The hot spring springs from the rock formation at a depth of 1200 meters. Longsheng Hot Spring water is excellent natural drinking mineral water and medical mineral water.

2.7.3 Huaping Nature Reserve: Huaping Nature Reserve, with a total area of 15133.3 hectares, is a national nature reserve, with rare relict species silver fir and typical evergreen broad-leaved forest belt forest ecosystem as the main protection objects. Huaping first discovered the "plant panda" - silver fir. Huaping Nature Reserve was selected as the area with the largest number of silver fir trees in the world by the China World Record Association.

2.7.4 Longsheng Hongnuo: Longsheng Hongnuo is a special product of Longsheng Autonomous County and a national geographical indication of agricultural products. Longsheng mostly has thin soil layers, the topsoil is rich in organic matter, and the soil is fertile, which provides better conditions for the growth of red waxy.

At present, the combination of minority culture and red culture has become the development trend of my country's tourism. However, at present, the development mode of this scenic spot combining ethnic minority culture and red culture has not been paid much attention by people.

2.7.5 Jinzhu Zhuang Village: Jinzhu Zhuang Village is located in the Longji Scenic Area of Heping Township, Longsheng County. Jinzhu Zhuang Village is a typical Zhuang village, and was hailed as a model of Zhuang Village by UNESCO in 1992.

2.7.6 Longji tea: Longji tea has a fragrant aroma, sweet taste and special fruity aroma. It is one of the "Four Treasures of Longji".

It is also one of the twenty-eight famous teas in China, and it is a must in all kinds of teas in the country.

3. Solutions and Measures

3.1. Establish A Unique Cultural and Creative Brand of Longsheng.

Build IP cultural and creative brand value. Set up a special investigation team to conduct in-depth visits to the local culture of Longsheng, in-depth research on the history and culture of the Longsheng area, and combine the landscape elements that can best highlight the style of the Longsheng area to create a tourism cultural and creative brand with local cultural characteristics to ensure that The uniqueness of Longsheng cultural and creative brand. Combined with the unique local minority culture and the classic red culture, the theme positioning of its IP is constructed with the two cultures.

3.2. Build A Complete Industrial Chain to Ensure Product Quality

While building an IP cultural and creative brand, we must always ensure the quality of our cultural and creative products. The fundamental element is to choose suppliers with guaranteed and stable quality. The improvement of brand quality is inseparable from the brand side's perfect after-sales service, providing consumers with perfect and high-quality after-sales service to ensure that consumers' purchasing rights are not infringed. The completion of the above measures not only effectively solved the problems of uneven quality of small traders and insecure after-sales, but also effectively guaranteed the excellent quality of Longsheng Cultural and Creative's product brands.

3.3. Develop A Variety of Marketing Channels and Means

In the current era of rapid development of the Internet, the development of any industrial product is inseparable from good and appropriate marketing methods. Combining "Internet +", developing a variety of marketing channels and means is an important measure to improve the value of commodities. Therefore, when creating a Longsheng tourism cultural and creative brand, we can combine the "Internet +" with the combination of online and offline development, open an exclusive Longsheng tourism cultural and creative product franchise store, formulate effective marketing strategies, rationally market, and expand publicity. efforts to increase the sales and added value of tourism cultural and creative products. The design, operation, sales and after-sales of tourism cultural and creative products in scenic spots in various regions need to adopt a unified team to serve consumers, thereby forming a good brand effect.

3.4. Focus on Localized Design and Improve the Innovation of Cultural and Creative Products

However, in the current product design plagiarism and infringement incidents occur frequently, the essential problem is that there is no focus on the mining of local local culture and the model of innovative ideas. In order to make quick money, the creative process of cultural and creative products can only be simply "copy and paste". There is not a trace of local cultural elements and innovative meanings, and it is impossible to understand the meaning of the existence of tourism cultural and creative products.

Taking cultural and creative products related to embroidery as an example, many regions in my country have their own traditional culture of embroidery, and the embroidery characteristics of each region are different, and there are certain differences in techniques, embroidery work, patterns, and content. Suzhou's Suzhou embroidery brand "Su embroidery" can make Su embroidery praised by people through its own unique brand culture. The brand shows the unique Chinese Jiangnan style embroidery to the world, which is loved by tourists and creates good economic value. However, In remote areas like Longsheng Autonomous County, the local people and the government do not pay enough attention, these subtle and neglected characteristic cultures cannot be spread and developed, and will eventually disappear from people's sight. Therefore, designers of local tourism cultural and creative products should focus most of their attention on local design and innovative ideas.

3.5. Clear Positioning and Clear Product Audience

Product positioning is to allow designers to discover the real demanders and enthusiasts of the product. Big data shows that rejuvenation has gradually become a new trend in red tourism. And big data shows that the urban high-consumption young female customer group is the main group of cultural and creative product consumption. Therefore, in the current red cultural and creative market, we should keep up with the pace of the times and consider the design of Longsheng's red cultural and creative products based on the needs of young people, but we should also consider other groups at the same time. Young people's purchasing power is not only stronger, but also pay more attention to whether the product is creative and whether the expression of the product has high aesthetic value.

3.6. Focus on the Serial Development of Cultural and Creative Products

At present, many companies pay attention to the design of IP and the serialization of cultural and creative products. In modern marketing, the influence of independent products is far less than that of serial products. Therefore, in the context of today's cultural and tourism integration, in the process of design and development of cultural and creative products, the phenomenon of "singleization" should be avoided as much as possible, and most of them will be released as complete sets or series of products. Through product serialization, a joint sales form is formed, which not only broadens the sales grid, but also greatly enhances the value of tourism cultural and creative products.

For example, the British Museum has long been committed to the development and design of tourism cultural and creative products, and it is considered to be a "predecessor" that has performed well in the surrounding cultural and creative fields. Among them, the most classic cultural and creative themes - the Rosetta Stone, ancient Egyptian cultural relics and Katsushika Hokusai Ukiyo-e, the derivative products cover almost all aspects of life. There are dozens of souvenirs on the Rosetta Stone alone. There are not only inexpensive notebooks, key chains, but also exquisite watches and miniature sculptures. It can be said that the concept of product serialization is brought into full play. Through product serialization, a joint sales form is formed, which not only broadens the sales grid, but also greatly enhances the value of tourism cultural and creative products.

3.7. Improve the Practicability of Cultural and Creative Products Based on the Actual Needs of Tourists

The red cultural and creative products themselves carry a certain commemorative significance, but most of the red cultural and creative products have little use value for the audience, and the form of product expression lacks the important element of "practicality" in cultural and creative products, and most of them are souvenirs. , ornaments, and pendants are mainly used, which not only lacks the breath of life, but also has the disadvantages of inconvenient transportation and storage, which cannot meet people's requirements for product practicability.

4. The Significance of Developing Tourism Cultural and Creative Product Design

4.1. Promote the Development of Local Tourism Economy

Red culture is a special kind of culture, which is fully compatible with politics, economy and culture. Therefore, red culture has a very important meaning and function for people to inherit the revolutionary traditions of the past and spread excellent culture. The proper use of red cultural elements can create good economic benefits for local tourism and generate strong social repercussions.

4.2. Conducive to the Dissemination and Development of Local Excellent National Cultural Characteristics

The trend of cultural and creative products continues to rise, and cultural and creative designs that integrate the unique ethnic minority culture of Longsheng Autonomous County with red cultural elements will undoubtedly attract people's attention. Minority culture extracts its unique elements, and while it is highly resonated by people, it creates extremely high economic and social value.

For consumers, cultural and creative products that integrate ethnic minority culture and red cultural elements can not only help people understand minority culture, but also deeply appreciate the charm of ethnic culture and enhance cultural self-confidence.

4.3. Conducive to the Protection and Utilization of Revolutionary Historical and Cultural Heritage

The excavation of red culture and, to a certain extent, the local Longsheng Cultural Creation can definitely play an important role in the development of Longsheng red culture, and promote the development of local red tourism while continuously spreading its cultural characteristics. Longsheng can protect and excavate and utilize the historical buildings, utensils and other historical relics left over from the local Long March period, which will help to expand the market for red cultural and creative products, and is more conducive to the inheritance of local excellent national cultural characteristics and red culture. and promote.

5. Future Vision

Longsheng Autonomous County of Ethnic Minorities in Guilin City has unique natural landscapes, strong ethnic customs and prominent red culture. It is not only a national-level ecological construction demonstration county, but also a major tourism county in Guangxi. However, the Longsheng culture in the context of the new era has not been well explored. Excavating the contemporary value of Longsheng's red culture and integrating it with ethnic cultural elements is of great significance for carrying forward the traditional culture of Chinese ethnic minorities, that is, inheriting the Chinese red history. Longsheng, an area with great

cultural charm of ethnic minorities, in the current upsurge of cultural revival, I hope Longsheng, a small but rich soil and water, can be full of blood, full of sincerity, and permanent spirit!

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