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Research on the Design of Henan Regional Characteristic Tourism Culture Creative Products——Taking the cultural and creative products of Chongdugou Scenic Spot in Henan as an example

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Abstract. This paper studies how to design tourism culture creative products with Henan regional cultural characteristics and spiritual connotations. By analysing the advantages of Henan tourism product development and the main problems existing at present, summarize innovative ways to create distinctive brands, international, and sustainable design. Combining with actual cases of deepening design, trying to study Henan's regional tourism culture and creative products that have practical value, artistic value and cultural connotation value from various angles of design methods. I hope this article can be used as a reference for the innovative design of cultural and creative products.

1. Advantages of Henan Tourism Culture Creative Product Development

Henan is one of the main birthplaces of the Chinese nation and the Chinese civilization. In the long history of China's 5,000-year, more than 20 dynasties have been built in Henan. With rich historical and cultural atmosphere, rich tourism resources and convenient transportation, it has created superior conditions for the development of Henan tourism culture and creative products.

1.1. Strong historical and cultural atmosphere

The Central Plains culture can be called a diversified, typical, and heavy historical culture, and it can also be called a classic "Holy", "Fu" and "Soul" culture. In terms of content, the Central Plains culture contains 22 kinds of characteristic historical cultures such as Heluo culture, Chinese character culture and surname culture. In terms of spatial distribution, the Central Plains culture represents a cultural distribution pattern centred on Henan and spread to neighbouring provinces and autonomous regions. The Central Plains is not only the cradle of Chinese civilization, but also the birthplace of ancient political and economic centres and mainstream culture. It not only preserves precious spiritual and cultural wealth for future generations, but also provides a strong cultural connotation for the development of cultural and creative product design.

1.2. Henan is rich in tourism resources

Henan has abundant tourism resources and numerous historical sites. For example: Longmen Grottoes in Luoyang, Kaifeng, Shang he Garden in Qingming, and many other places of interest, as well as many amazing folk crafts, such as Luoyang Palace Lantern, Tang Sancai, China, and Zhuxian Town New Year. The development of tourism resources is closely related to tourist souvenirs. These rich natural



geographical resources also provide unique elemental attributes for the development and design of tourism culture creative products. The combination of regional cultural symbols and products not only allows visitors to experience the baptism of Henan regional culture, but also to experience cultural differences.

1.3. Convenient transportation

Henan is located in the central part of China and is an important transportation hub with comprehensive transportation systems such as railways, highways, aviation and water transportation. The development of the transportation system has also provided advantages for the development of tourism in Henan, especially for the convenience of popular holiday tourism, which has promoted the rapid development of Henan tourism culture industry and increased the demand for tourism culture and creative products market.

2. Development Status of Henan Tourism Culture and Creative Products

Under the guidance of China's new era cultural protection policy, we pay more and more attention to the inheritance and innovation of culture, and at the same time enhance the attention to the cultural industry, especially tourism. With the reform and opening up and economic development, Henan's tourism and cultural industry has formed a certain scale. With the increasing participation of enterprises, Henan tourism has a series of cultural awareness of serialization and branding. However, compared with other major tourism provinces, it has not been able to maximize the unique advantages and benefits of tourism resources, and the design of regional cultural and creative products is still lacking.

2.1. Lack of innovation

The diverse, typical and heavy Central Plains culture is profound, and many traditional folk art cultures and craft products are bred. With the guidance of the policy, the government and enterprises pay more and more attention to the inheritance and development of the folk art culture. However, the inheritance of culture is not completely plagiarized. Cultural elements, innovative consciousness and production techniques need to keep pace with the times and innovation. Many traditional hand workshops and enterprises still do not know enough about this. For example, many enamel enterprises and handicraft workshops still use traditional production patterns and styling production. Although they have realized that they want to innovate their products, they have not changed the traditional model, just adding some decorations or making some model changes in the form of bottles, jars or bowls; Another example is the Tang Sancai handicrafts in Luoyang. The souvenirs sold in the market have always maintained their original form and lacked the awareness of recreating traditional cultural elements. Cultural inheritance is of course important, but blindly inheriting and not innovating will be out of touch with the development of modern society. If cultural and creative products simply add meaningless symbols of cultural elements, this will not only lose interest to the audience, but also reduce cultural identity.

2.2. Lack of regional characteristics, neglecting human care

The reason that tourists expect to travel is that tourists want to find and experience the differences in regional culture from the journey, and relax themselves in the experience, which is essentially a kind of cultural consumption, cultural enjoyment and cultural exchange [1]. Tourist souvenirs are commodities with regional cultural characteristics, with commemorative value and collection value, which can cause tourists to miss the tourist destination. Tourists are static for consumers, but tourist souvenirs are dynamic and can be collected and purchased. At present, although the development of tourism industry in Henan Province is consciously building brand culture, most of them are superficially formalized, and there are few things that can really impress tourists. Most tourists go to every tourist destination and they want to buy some local souvenirs. However, many souvenir sales places in the scenic spots are contracted by local residents. Souvenir sales show a state of stalls, serious homogenization of goods, lack of regional characteristics, will allow visitors to slowly lose interest in the lack of distinctive

souvenirs from the initial expectations, thus reducing the curiosity and experience of the tourist destination.

3. The innovative strategy of Henan tourism culture creative product design

The main problem of Henan's regional tourism culture and creative products is the serious phenomenon of product homogenization and the lack of innovation in cultural elements. Based on the above viewpoints, the design and development of Henan cultural and creative products should be based on the emphasis on regional culture, incorporating modern elements to re-innovate culture and strengthen the combination of tradition and modernity.

3.1. Keep up with the times, strengthen innovation

Culture is not static, it has growth, and it can be said that all traditional art should be contemporary [2]. On the basis of grasping the essence of excellent culture, we must integrate design elements and new technology that conform to modern aesthetics, so that traditional handicrafts can develop in inheritance and innovate in development. Designing with culture can give products a soul with a new era of cultural significance. Applying the expressions and elements of excellent culture to the design of cultural and creative products can improve the quality and quality of products [3]. "The New Palace Museum" has received wide attention from the society since its launch. This brand perfectly combines the culture and products of the Forbidden City, making the Forbidden City culture "young". For example, the Forbidden City sleepwear series, the Forbidden City lipstick series (Figure 1-2), let it seem to travel from history to modernity. The key to the concept of cultural and creative product design lies in the word "cultural creativity", so we must consider how to modernize traditional culture and crafts and use it for today.



Figure 1. Forbidden City sleepwear series.



Figure 2. Forbidden City lipstick series.

3.2. Create a unique product brand image

The cultural brand value of the product is much greater than the value of the product itself [4]. In the face of the current homogenization of Henan tourism culture and creative products and the lack of characteristics and human concern, we must design unique cultural and creative products with regional attributes and selling points according to the regional natural characteristics and humanistic connotations. Creating a unique product brand image can enhance the brand identity of the product brand and enrich the cultural connotation and commemorative value of the product. By creating a unique product brand image and extending product categories and forms to form a series of branded goods sales model, not only can enhance the brand identity of the cultural brand, enrich the cultural connotation and commemorative value of the product, but also meet the diversified needs of tourists. Design a regional business card with texture and temperature for visitors.

3.3. Cultural and creative products go international

The inheritance and development of any culture is the result of cultural exchanges, and it is the collision and learning between historical civilizations. We must not only inherit and innovate traditional culture, but also carry forward our excellent culture [5]. Cultural exchanges between countries have become more frequent in the context of globalization, and Chinese brands have received increasing attention from all walks of life. We often encounter foreign friends in tourist attractions. Under this circumstance, tourism culture and creative products should focus on internationalization, let international friends interpret the profound Chinese culture through products, and let our excellent culture shine in the international arena.

3.4. Establish a sustainable development concept

The development of tourism resources will inevitably lead to the consumption and waste of resources. For example: the over-exploitation of natural resources mountains, forests and lakes; the development of beautiful and impractical tourist souvenirs; the uncivilized way of travel will cause the consumption of resources, so we need to apply the concept of sustainable development to the development of tourism. Learn from the excellent cases, use new materials, new methods, and new ideas to develop and design tourism culture and creative products in a sustainable way, so that they not only have the value of viewing and commemoration, but also have sustainable use value. For example, integrating modular design concepts, non-material design concepts, and green design concepts into cultural and creative product design to improve the recycling of product resources is also a heritage and continuation of product culture.

4. Taking the Chongdugou scenic spot as an example to carry out the innovative design of regional cultural creative products

Integrating the above-mentioned status quo of Henan tourism culture products and proposing innovative methods for designing tourism culture creative products. The author will use the above-mentioned innovative strategy to take a series of products with regional characteristics in the Chongdugou Scenic Area of Henan Province as an example to improve the whole process of product design to prove the feasibility of applying innovative research methods.

The innovative design of bamboo souvenirs in Henan Chongdugou Scenic Area is not only a reflection of the characteristic regional culture, but also a bold attempt to innovate the traditional bamboo product shape and function. In view of the current development status of bamboo products and the innovative methods of induction, we try to innovate and extend the series of traditional bamboo products to conduct in-depth research and exploration on the innovation of bamboo culture and creative products. In this way, we will try to design and apply the innovative methods of tourism culture and creative brands, and look forward to providing new design ideas for the innovative design of cultural and creative products.

Palace makeup - cosmetic products design kit (Figure 3) is the design element of the Chinese word "gong" as a jewellery box, and then blends the elements of the mountain and water of the water curtain fairy palace to make mirrors, combs, eyebrow pencils, makeup brush storage racks. In order to carry out product landscaping, through the patchwork distribution of the series products, the geographical landscape of the water curtain fairy palace is built. This series of products completely changes the original traditional product form, and is a product innovation design that integrates local elements, local culture and local raw materials under the guidance of modern design perspective. Its design is inspired by the iconic waterfall in the Chongdugou Scenic Area, the water curtain fairy palace. When the waterfall falls, it is divided by the moss on the mountain wall to form a white jade bead curtain made of silver wire jade beads. It is more feminine than the masculine character of the iconic venting cliff waterfall in the scenic area, like a fairy palace. This feminine style is complemented by the design style of women's jewellery products. The innovation of the product lies in the fact that its shape extracts the mountain and water symbol elements in the scenic spot for innovation, and presents the regional features of the local waterfalls and the bamboo forests. It has the characteristics of regional branding, modernization and internationalization, further sublimating the design connotation of product semantics.

At the same time, the use of environmentally friendly local bamboo as a raw material for the product not only increases the environmental friendliness and sustainability of the product, but also makes the whole set of products have a unique regional temperature to meet the needs of tourists, let visitors experience the romantic and unique scenery of the Chongdugou scenic spot.



Figure 3. Palace makeup - cosmetic products design kit.

5. Conclusion

The cultures of different ethnic groups in different countries and different ethnic groups in the same country vary widely, each with obvious regional characteristics, and the purpose of tourist tourism is to experience cultural differences and to feel the cultural characteristics of new, strange, heterogeneous and beautiful. Therefore, the author believes that in the innovative design of regional cultural and creative products, the effective expression of regional culture is the key to the deepening of cultural and creative product design. In the application research of the palace makeup - cosmetic products design kit, based on the uniqueness of the regional culture of the water curtain fairy palace, the rich cultural resources are fully explored, and the regional symbolic elements and the cultural connotations contained therein are extracted. The regional culture has penetrated into the design of tourism culture and creative products, which not only solves the problem of homogenization of tourism products in the current tourism market, but also solves the problems of lack of characteristics and innovation. It also brings the product to the road of branding, modernization, internationalization and environmental protection. Based on the above viewpoints, the design and development of Henan tourism culture creative products should establish a unique product brand image, pay attention to the combination of tradition and modernity, focus on internationalization, improve cultural differences experience and product sustainability design. Opening up new paths for innovative design of cultural and creative products.

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