Research on Intellectual Property Design of Tourism Cultural and Creative Products in Minority Areas

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Abstract

With the rapid development of China's tourism industry, minority areas have become the first choice for tourists. Tourism cultural and creative products are gradually given the function of carrying minority cultures. The article starts from the regional culture of Guilin in the Zhuang area,researches the content, characteristics, design principles, design practices, and design schemes of the IP(intellectual property) of tourism cultural and creative products. It uses literature analysis and questionnaires to analyze the cultural connotation of Guilin and identifies the cultural elements that can represent Guilin's characteristics. It redesigns through graphic design and color reconstruction methods, and provides a reference for the IP(intellectual property)design of tourism cultural and creative products with the theme of culture in minority areas, with a view to promoting the inheritance and development of traditional culture in minority areas.

Keywords

Minorities; Tourism cultural and creative products; Intellectual property

Research Background

Driven by policies related to cultural and tourism integration, cultural consumption in tourism is growing, its cultural and creative products as a cultural carrier show a state of complexity and diversity. Almost every tourist attraction or city has a characteristic tourist cultural street. In these places, you can see a variety of tourism cultural and creative products, but if you pass multiple attractions or cultural streets of the different cities, you can find that from three lanes and seven alleys in Fuzhou to Hubu Lane in Wuhan, or from Barkhor Street in Lhasa to West Street

in Yangshuo, the cultural products in these streets are almost the same, and the only difference is the price. This status quo and environment has led consumers to love and hate cultural and creative products. The phenomenon of homogenization has become the biggest obstacle to the development of tourism cultural and creative products. Guilin, as a famous international tourist city, is no exception. How to vigorously support and develop the cultural and creative industry under the growing cultural needs of tourists, create a unique IP for Guilin tourism cultural and creative products, and create Guilin where the mountains and waters are the best under the heaven with regional ethnic cultural characteristics, strong visual impact, rich cultural connotation and commemorative value Cultural and creative products are the focus and core of this thesis research (Xu & Wang, 2020).

Qiu Fengshun, the design director of Rococo's cultural creative vision group, once proposed: “When designing cultural and creative products, without IP awareness, good design cannot reflect real value. " In cultural and creative product design, it is not only the beauty and shape of the product that is needed, but also the cultural connotation and story charm hidden behind the product design. And cultural connotation and story charm are an attribute or expression of IP. IP design mainly applies cultural connotation to the design of cultural and creative products through the scalability of the story. With the help of colors and shapes, it attracts the attention of tourists, resonates with the psychological needs of tourists, and impresses tourists. Otherwise, it becomes a case of IP design failure. When the product is sold, it must have a description card, which can be used to briefly explain and express the design thinking of the product in the form of short language or comics. Only in this way can tourists stop and go deeper and appreciate the language behind the product. When the tourists find resonance or concerns, they will automatically buy. In other words, when a consumer purchases a cultural and creative product, he not only encounters a product, but also a story and a culture. This shows the importance of IP in tourism cultural and creative products (Gong & Tu, 2020,).

Content Characteristics of IP for Cultural and Creative Products

IP is actually an eye-catching cultural symbol, representing the originality of the product design and the story in the process, so it has an irreplaceable value. Not only that, it is easier to catch the eyes of tourists than the current brand effect and generate a sales storm, and the timeliness and commercial value will not decline. In addition, the form of IP existence can be concrete or abstract, implicit behind the product. In general, it is a key factor that distinguishes other products or things. The IP in cultural and creative products can be cultural connotation, selling points, or content, design elements, or even a series of products from product design concepts to product display, or a continuation of factors such as product brand, popularity, and service. We can simply understand that the creation of successful IP runs through all aspects of the tourism industry. In

actual design, the IP creation of tourism cultural and creative products may be a specific attraction, a certain sign element in the attraction, or a story and legend in the attraction. In short, it is to dig the deep cultural connotation and value of scenic spots, and endow them with cultural and creative products, making the products have vitality and appeal. Therefore, in order to increase the cultural connotation in tourism, in addition to the design of attractions, cultural and creative products must be paid attention to. When tourists make purchases, the dissemination of IP takes effect immediately and continues to disseminate (Li & Zhang, 2019). In other words, cultural and creative products have the characteristics of subjectivity, regionality, uniqueness, storyliness, detonation, interaction, communication, systematicness, symbolism, and innovation in the design (Peng, 2019).

Design Principles of Cultural and Creative Products IP

On the basis of satisfying the story, subjectivity, and image of the cultural and creative product IP, "cultural and creative products have unique design and production principles, and are explained from the following aspects:

Cultural exclusive principle

The IP designed on the basis of regional culture is inseparable from its own cultural characteristics. IP reflects the cultural connotation of Guilin and makes consumers resonate culturally.

Cultural communication principles

Cultural and creative products have the function of spreading regional culture, which is closely related to the production process of cultural and creative products. "Guilin Culture" has been refined to become a cultural and creative IP. With its own cultural attributes, its movement in the market will spread Guilin's cultural characteristics, and then use IP for derivative design to spread Guilin's culture.

Emotional experience principle

Many customers attach great importance to the experience and experience brought by cultural and creative products, hoping to feel the Guilin cultural atmosphere and beautiful experience in the later use process, to achieve spiritual joy and self-satisfaction.

Art aesthetic principles

For cultural and creative products, the phenomenon of "love at first sight" is very common,

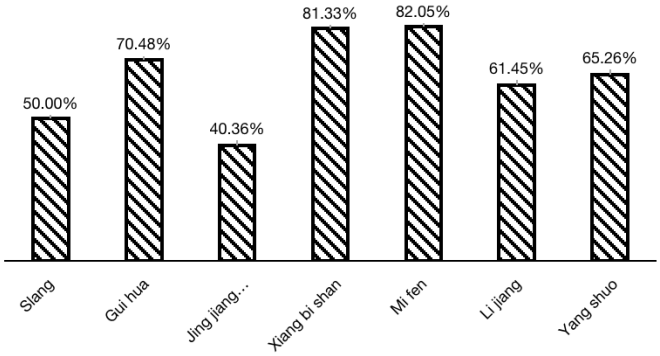
especially for the extraction of cultural elements. The new IP should conform to the modern people's aesthetics, and the rich and diverse product forms should achieve the harmonious unity of culture and design, functions and aesthetics, tradition and modernity.

IP Design Practice of Guilin Tourism Cultural Creative Products

Design positioning

In addition to being familiar with the development trend of the tourism industry, the design of cultural and creative products must also meet the needs of customers. First of all, we need to grasp the tourists' impressions of Guilin, their motivation for travel, hobbies, emotions, and details. We conducted a questionnaire survey on the IP of Guilin cultural and creative products, and conducted a survey by issuing a network questionnaire. A total of 490 valid questionnaires were collected.

Figure 1 Investigation on IP elements of cultural and creative products



According to the results of the questionnaire (Figure 1), it can be found that 416 people chose Osmanthus fragrans Lour and Elephant Trunk Hill at the same time, thinking that these two elements can best represent the characteristics of Guilin, accounting for 85% of the total number; there are 376 people who are most impressed by the landscape of Yangshuo, accounting for 76.8%; 401 people think that Guilin rice noodles are the most famous in Guilin's food culture, accounting for 82%; The results of Guilin dialect in this survey were unexpected, and there were actually 245 people to choose, accounting for 50% of the total number. The survey found that in the IP design of cultural and creative products, the three elements of Elephant Trunk Hill, sweet osmanthus , and rice noodles have a high degree of recognition among consumers. Guilin dialect is very popular among consumers because of its unique language features and playful semantics. Therefore, after analyzing and summarizing the results of the questionnaire, it was initially determined that the design positioning was made from the following aspects:

(1) collect the characteristics of the customer group, such as character, age, education level, etc.,

and obtain the motivation of tourism consumption.

(2) Each group has similar characteristics, and cultural and creative products have gradually been accepted by consumers from a small group. Therefore, the three young age groups are an important part of the target group.

(3) Screen out the most distinctive elements from the several materials that visitors are most impressed with in Guilin, sort them out, extract elements, design and create, select multiple intellectual properties, and design with cultural and creative products.

(4) establish the relevant indicators for the IP of cultural and creative products, and compare the market according to the similar products used by the target customer groups to find the design entry point.

The information extraction of these four aspects is carried out simultaneously through methods such as resource retrieval, web questionnaire, and field survey. It is determined that the group between the ages of 16-50 years of age collects information, because some groups of this age group have already gone to work, have a certain consumption ability, and have a certain feeling about personal life. They are the main source of purchase for cultural and creative products.

Design sketch

By collecting questionnaires and comparing and screening Guilin culture, it was finally determined that the IP design was based on Elephant Trunk Hill as the main element. Shaped by cartoon characters, combining elements such as Elephant Trunk Hill, sweet osmanthus, and Samantabhadra tower, preliminary design sketches with the image of "elephant" were drawn to make the image of IP highly recognizable and allegorical. “Lingjing” has the meaning of "smart, ghost spirit" in the Guilin dialect. Therefore, choosing "lingjing baby elephant" as its name gives it the meaning of "lively and smart". In the design process of the cartoon image, the focus is on the dumb and cute shape. Choose a series of appearance features such as big eyes, big head, long nose, and small body to highlight the lively cuteness of the "Lingjing baby elephant". This shape design is more vulnerable to consumers. Love to meet the emotional needs of consumers.

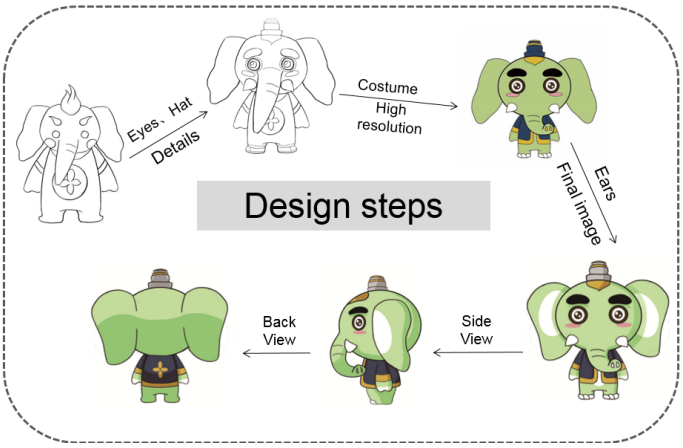
The In-depth Development of the Design

Subject image design

The original design prototype of the main image is biased towards the Japanese cartoon and anime

style. After field research, it was found that cultural and creative products with regional cultural characteristics can be more easily selected by consumers. Therefore, combined with the local cultural characteristics of Guilin, Guangxi, Zhuang costumes,sweet osmanthus, elephants, and Samantabhadra tower were incorporated into the image design. After continuous polishing of the manuscript, the shape of the child's body was finally selected (Figure 2).

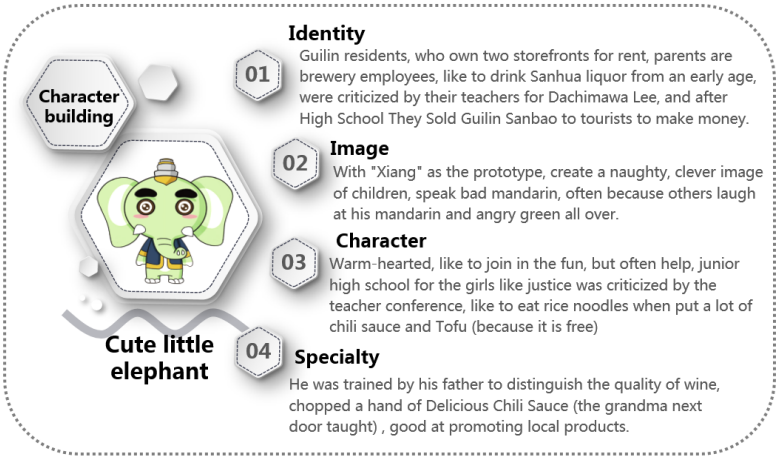
Figure 2 Design steps



Characterization

In the IP design of cultural and creative products, the shaping of characters can make IP richer and more vivid. By shaping aspects such as the identity, characteristics, personality, and characteristics of the Lingjing Elephant (Figure 3), the aim is to make the Lingjing baby elephant not only a picture and a logo, but also a flesh-and-blood image with distinct advantages and disadvantages, fresh and full, and more with the personality characteristics of the Guilin people.

Figure 3 Create character



The baby elephant is a native of Guilin, grandpa left two storefronts for rent when he died. His parents are workers of Guilin Sanhua Distillery. He is naughty and always steals Sanhua liquor from his father's wine jar. He speaks a lame Mandarin, and often gets angry because others laugh at him, and the color of his body turns green when he is angry. When he eats rice noodles for breakfast, he likes to put a lot of chili sauce and fermented bean curd (He said it was because it is free). Because he has been drinking secretly since he was a child, if he does not drink after three days, he will feel uncomfortable (Baby elephant often thinks about what it feels like to to be drunk). In general, he likes to push Guilin's "Sanbao", a specialty of Guilin, with his lame Mandarin, and strives to promote Guilin's image.

The selection of names

In the process of selecting the names of baby elephants, in order to highlight the local culture of Guilin, it was determined to use the words in the Guilin dialect. By consulting a large number of Guilin dialect words (Figure 4), combined with the character characteristics of the characters, the word "lingjing" has the meaning of "smart and ghostly spirit" in Guilin dialects. The word "lingjing" is chosen as the name of the baby elephant, which gives the baby elephant a clever character and a lot of foxy ideas.

Figure 4 A collection of Guilin Slang



The layout of story

In the layout of the story, the role of "Ling Jing Elephant", a native of Guilin, is set by arranging the background of the characters (figure 3). He is willing to help others but is always unhelpful. He likes to drink. His daily job is to sell Guilin Sanbao in various tourist attractions. He also learned to make delicious chili sauce from his neighbor's grandmother. The character's favorite food is Guilin

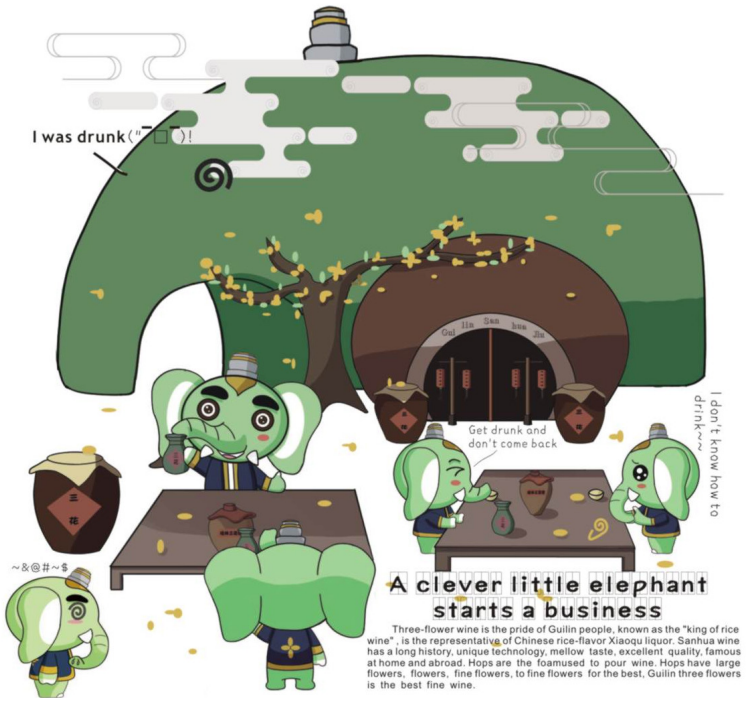
rice noodles. He also started his own business selling Sanhua liquor, fermented bean curd, and chili sauce. Such a lively image, the daily routine, like many local people in Guilin, comes to a bowl of rice noodles every morning.

Through the construction of the above image and story scene, the image of Guilin Cultural Product IP was determined. From the collection of Guilin cultural elements at the beginning of the design, the image finally identified Guilin Elephant Trunk Hill, sweet osmanthus, Samantabhadra tower and Zhuang costumes as the source of the image, and combined with Guilin city culture, Guilin rice noodle, Guilin Sanhua liquor, fermented bean curd, chili sauceand other local food culture as a starting point to create the Lingjing baby elephant story entrepreneurial version of the content.

Completion of the Design

The design is based on the investigation and visit to the regional culture of Guilin, by issuing questionnaires, we visited Yangshuo, Guilin Old Town, Zhengyang Pedestrian Street, Elephant trunk hill Park, North Guijiang Cultural District, Chongshan Rice Noodle, Minggui Rice Noodle, etc. A large number of firsthand materials about Guilin culture were collected to provide support for design research. By further modifying and adjusting the IP image of "Lingjing Baby Elephant", using 3D software modeling to make a character model, and using 3D printing technology to import the model to print out and observe the changes in each data, finally launched the Lingling Baby Elephant entrepreneurship Series design (Figure 5).

Figure 5 A collection of Guilin Slang



As an indispensable content of the tourism industry, tourism cultural and creative products are increasingly valued by people. The practical, ornamental and commemorative features of cultural and creative products are well received by consumers and meet the needs of spiritual consumption. Cultural and creative products also play an indispensable role as a medium for urban image and urban cultural dissemination. As the core element of cultural and creative products, IP has strong vitality and core competitiveness, and is the core value of cultural and creative products (Tan & Cao, 2018). Cultural and creative products have the characteristics of creativity, emotional transmission and marketability, which makes it different from cultural and creative products in other cities, and has a strong regional cultural imprint. The realization of the value of cultural and creative products is to break the rules, create new demand, stimulate new consumer desires, win the market, and ultimately promote the development of social and cultural consumption.

Conclusion

The design of IP for cultural and creative products must not only consider aesthetics and shape, but also work on local culture and emotional identity. The key to measuring the maturity of tourism cultural and creative products depends on whether they can shape their own IP, through IP image, IP story, IP theme and other content, so as to achieve product use functions and consumer emotional needs. Therefore, tourism cultural and creative products can catch the "IP" Clipper, stand out from many cultural and creative products, and achieve a win-win situation of culture and economy, so as to achieve the purpose of spreading traditional culture in minority area.

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