

The application research of regional culture in the design of tourism culture and creative products

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Abstract: In recent years, dialect visualization design has begun to show its cultural and creative products. Dialects are a typical symbol of urban cultural differences. Its vivid and interesting expression makes it have high application value in urban culture. Dialects are unique language expression habits in a region. Foreigners usually feel obscure. Incorporating regional cultural elements into cultural and creative products can make products more unique creative effects and spread attributes, upgrade their artistic effects and actual value. This is not only conducive to the development of cultural and creative industries, publicizing regional culture, but also to a certain extent accelerate the upgrading of cultural industries in various places and enhance cultural competitiveness in various places.

Keywords: Dialect visualization; Tourism cultural and creative products.

1. Introduction

Generally speaking, regional culture refers to the cultural tradition that has a long history and unique characteristics in specific areas, inheritance and still role. It includes economic systems, social organizations, religious beliefs, folk customs, value concepts, etc. produced in this area, etc. Essence Regional culture is a sub-culture formed under a certain natural environment, a specific historical background, and unique cultural accumulation. It has strong regional, traditional and uniqueness. Regional culture should be based on geographical, history as the main line, landscape as a carrier, and the appearance of reality as the appearance, and the humanistic spirit in the process of society [1].

2. Overview of regional culture

2.1. Features of regional culture

2.1.1. Inheritability

Due to the different factors of the economy and politics, history, and geography of various regions, there are differences in the culture between regional cultures. This difference is the basis for constituting the diversity of world culture. Regional culture needs to continue to settle for a certain period of time to form a uniqueness that is different from other regional culture. Due to the different climate terrain of each region and the custom of natural life, the culture of each region is the summary and inheritance of the life experience of the ancestors of the generations. Therefore, regional culture is the product of experience, both feasibility and practicality, as well as inheritance.

2.1.2. Fusion

"Diversity and integration: characteristics and integration of regional culture" said in the high-level academic forum: 1. From a historical point of view, Chinese culture presents the pattern of "diverse integration, one source; and different, seeking common ground while deposit". The regional culture of "beauty and beauty" together constitutes the unity of Chinese culture of "beauty and the United States". 2. In-depth discussion of the characteristics and integration of various regional cultures, on the one hand, we must grasp the characteristics of the culture of various regional culture and

clarify the connotation of academic culture in various regions, extension and its development context; The limitations of cultural research, studying regional culture from the overall Chinese culture development, and promoting the integration between regional culture and exchanges and cooperation between different regional cultural researchers[3].

2.1.3. Development

At present, the rapid development of regional culture theory and practice. Under such an academic environment, research on regional culture must not only grasp the characteristics of various regional cultures, clarify the connotation of academic culture in various regions, extension and its development context, but also more need to be more needed. Abandon the concept of the local standard and jump out of the limitations of a single regional academic and cultural research. Regional culture cannot be self-proclaimed, unchanged. For excellent regional culture, we choose to inherit and optimize. The vulgar culture will gradually be abandoned with the development of the times. Regional culture is gradually changing with the development of the times, the improvement of life, and the progress of ideas.

2.2. Regional cultural resource classification

2.2.1. Dialect culture

As the main way to spread regional culture, language is an indispensable part of regional culture. One side of the soil and water raising one person has different dialects in different regions in the climate, culture, and customs. The different tone and tone of different dialects in different dialects also show the customs and personality characteristics of different regions.

2.2.2. Material culture

Due to the different climate and terrain, different regions are rich in crops and main development industries. There are northeast mainly based on crop production, Jiangnan, which are mainly tourism in tourism, and Yunnan, mainly tea. Essence Essence Different regions have different material resources, and different material resources have formed different material culture during various festivals.

2.2.3. Folk culture

There will also be special festivals in different regions and

nations, the unique splashing water festival of the Dai people, and the torch festival of the Yi nationality. Essence Essence Wait, the cultural customs, religious beliefs, and folk stories of different regions will also have exclusive local festivals, and there will be different behaviors. The necessary "more than the year", the north must have dumplings. Due to the different climate, the north and the south are very different in daily storage of vegetables. Different cultures have formed different behaviors.

2.2.4. Architectural culture

Different regions have different characteristic buildings, which mainly depends on the actual situation of the local area, such as architectural materials, terrain climate, etc., such as residents living in Yan'an caves in Shaanxi, may choose to adapt to local conditions due to poverty and less wood. The arched cave residence -kiln cave was built. For example, residents living in Mongolia, due to the natural environment of Du Sand and snowstorms, and nomadic reasons, they need to move their homes everywhere. Therefore, Mongolian bags that are convenient for disassembling and moving are used to live.

2.2.5. Spiritual culture

The spiritual culture is mainly manifested in religious beliefs. The more remote areas, the more religious beliefs. Some places may occasionally meet the temple when they go out to play. It is to worship at the beginning of each month and mid -month. Different spiritual culture also symbolizes the degree of regional economic development and the progress of ideological civilization.

2.3. The importance of dialect culture in regional culture

2.3.1. Cultural communication value

Language is the most important way to spread culture. Dialect culture and regional culture are interdependent and inseparable. Dialects are one of the most important forms of regional culture. Dialects reflect some of the core values of regional culture with their relative independence, long -term stability, and unique locality. Dialects are more likely to evoke the emotional value recognition of people in the same region and are the carrier of common history and cultural life. "Different regions have different cultures, different cultures have different dialects, and different dialects can cause different cultural mentality. Dialects are the most distinctive factors in regional culture and become important standards for different cultural areas." [4]

2.3.2. Actual application value

In recent years, with the popularity of short videos, the dialect in the north has been easy to understand, and the humorous and humorous tone has gradually flourished across the country. The local tourism economy. Dialects can stimulate local residents to buy desires through clever design, combined with product packaging, cultural and creative products, etc., and given away as a handful of gifts for the holidays. Development has a very important role.

3. The application research of regional culture in the design of tourism culture and creative products

3.1. In -depth excavation of regional folk culture elements to enhance the characteristics of cultural and creative products

Regional culture is the imprint under thousands of years of historical precipitation. It is a testimony and result of the urban development process. Local cultural resources are an important element of local tourism development. Folklore culture refers to the collective name of the customs of the people. It also refers to the custom habits created, shared, and inherited by a nation and region. It is a series of intangible things formed in the production and life of local people, folk customs and the daily life of the people. It contains mostly, has traditional handicrafts, special festivals, and everyone has a common holiday culture. There will also be local behavioral culture. In order to highlight the unique local culture and awaken the emotions of local residents, they often use unique folk culture culture most.

3.2. Utilize local characteristic architectural culture

Architectural culture is a reflection of the social life, value concepts, art aesthetics, science and technology in a regional and era. Different local buildings have different living habits and climate terrain, and the style of architectural styles presented is also very different. We will think of Fujian when we see the Tulou. We will think of Beijing. This is the unique impression of local architecture to people, and it can better evoke a strong nostalgia.

Use in daily life to enhance the use rate of the audience, and also give the product itself the actual use value. When it is made into a product, we should also pay attention that if the building itself is brilliant and dignified, our product cannot lose its loss of it Temperament, cultural and creative in a place, naturally should also pay attention to series and integration. At the same time, it should be noted that the product can really be used by the public.

3.3. Good use of local stories

Each cultural and creative emphasis on stories, all cultural and creative products must highlight the local elements; each product is best to have the story and meaning behind it, and it is easy to accept the public; The docking of local culture with modern people can feel the breath of regional culture by using the use of modern people. As shown in the figure below, in fact, every new cultural and creative product developed by the Forbidden City was not created by imagination, but instead of consulting a lot of historical and cultural materials. The core of the cultural and creative creation of the Forbidden City is to commercialize the traditional culture. It is difficult to survive by a product alone. It requires a steady stream of new products and explosive products. "The Palace Museum's Cultural and Creative Incident has also concluded that "the Forbidden City must follow the" three elements "principles when doing cultural and creative products -elemental, story, and inheritance. If you go on, you need to stand the scrutiny of time, and the story behind it is delicious" [5].

3.4. Use local heritage

The combination of intangible cultural heritage and cultural and creative industries is an emerging cultural situation. Intangible cultural heritage can be a certain process, a certain pattern, and some color graphics. Re-designing is the method of designing non-heritage creative products that are more popular at the moment. "Culture-rooted" is the primary principle of the development and design of cultural and creative products. In-depth excavation of local culture, in order to systematically sort out outstanding cultural resources and enhance the cultural creativity of the product.

4. Conclusion

Different tourist destinations have exclusive local customs and humanistic characteristics. It is these special and local exclusive cultures that make these tourist land exudes unique charm. Local culture is all-encompassing, with traditional customs, cultural heritage, local customs, food culture, religious beliefs, and so on. As the tourism industry becomes part of the daily life of the public, the development and re-design of local tourism cultural and creative products has the role of promoting the local economy and prosperity culture.

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