Highlights in Art and Design
ISSN: 2957-8787 | Vol. 8, No. 2, 2024

Design and Study of Cultural and Tourism Publicity Based on the Creative Bazaar of "Pear Blossom Hanfu Festival" in Qianshan, Anshan, China

Xuanxiu Lin, Ben Ma *

University of Science and Technology Liaoning, Anshan, Liaoning, China
*** Corresponding author:** Ben Ma

Abstract: This paper mainly focuses on the study of "Pear Blossom Hanbok Festival" in Chanshan, Anshan, and explores the background and significance of its development by analysing the current situation of this activity. In terms of research methodology, a combination of fieldwork and literature analysis is adopted. The concept of "Pear Blossom Hanbok Festival" creative bazaar culture and tourism promotion design is proposed, aiming to promote the inheritance and development of local culture through the integration of culture and tourism. In terms of the promotion and operation of the event, specific programmes were designed and analysed with a view to enhancing the visibility and attractiveness of the event. The comprehensive analysis shows that the study of the cultural and tourism promotion design of the "Pear Blossom Hanbok Festival" creative bazaar in Anshan has certain practical significance, which can help the dissemination and promotion of local culture.

Keywords: Anshan Qianshan Pear Blossom Hanfu Festival; Creative Bazaar; Culture and Tourism Promotion Design.

1. Analysis of the Current Situation of the "Pear Blossom Hanfu Festival" in Qianshan, Anshan

The "Pear Blossom Hanfu Festival" in Qianshan, Anshan is a festival with strong local characteristics, attracting a large number of tourists and participants. The event combines traditional cultural elements with modern fashion elements, showcasing the unique charm of Anshan. Now, the Pear Blossom Hanbok Festival has become one of the most important tourism events in Anshan and even in the whole Liaoning Province.

First of all, the event has a great advantage in the choice of location. Anshan Thousand Hills Scenic Area has unique natural scenery, beautiful mountains and pleasant climate, which provides unique conditions for the "Pear Blossom Hanfu Festival" to be held. Visitors can enjoy the beautiful pear blossom blooming at the same time, but also feel the charm of Chinese dress culture, to achieve the perfect combination of tourism and cultural heritage.

Secondly, the activities were colourful and attracted a large number of visitors. In addition to the traditional activities such as flower viewing and photo-taking, there are also cultural activities such as Hanbok demonstrations, folklore performances, traditional handicrafts exhibitions and sales. These colourful activities attracted visitors of different ages, making the Pear Blossom Hanfu Festival a highly participatory and interactive cultural event.

Once again, the activities were well organised and coordinated to ensure the smooth running of the event. The organisers made full use of all kinds of resources, and carried out sufficient preparation and support in terms of human, material and financial resources to guarantee the smooth running of the event. At the same time, the co-ordination of various links was also well ensured, ensuring the safety and smooth progress of the event.

With the passage of time, the combination of traditional culture and modern elements has gradually become a trend [1]. Under such circumstances, the "Pear Blossom Hanfu Festival" held in Anshan City has emerged as a highly anticipated cultural event. This event not only showcased Anshan's unique charm but also promoted the local tourism industry, becoming a shining name card.

Besides the beautiful scenery and culture, Anshan City also showcased its local folk customs and special cuisine through the "Pear Blossom Hanfu Festival". Visitors could taste authentic Anshan snacks and feel the strong local atmosphere. This immersive experience allowed visitors to gain a deeper understanding of Anshan's history and culture, further enhancing their sense of identity and belonging to the city [2].

All in all, the success of "Pear Blossom Hanfu Festival" is a microcosm of the development of cultural undertakings and tourism in Anshan City. It not only shows the unique charm and rich cultural heritage of Anshan, but also attracts many tourists and participants, and promotes the development of local economy and culture. In the future, we believe that Anshan will continue to leverage its strengths and organise more cultural activities with special characteristics, so that more people will get to know and love this city. At the same time, we also expect more cities and regions to learn from Anshan's successful experience, combine traditional culture with modern elements, create more cultural brands with local characteristics, and jointly promote the inheritance and development of Chinese culture [3].

2. Background and Significance of the Study

As an important cultural tourism brand activity in Anshan City, the Pear Blossom Hanfu Festival has been successfully held for many times, attracting a large number of tourists and culture and tourism enthusiasts to participate. With the development of tourism and the rise of cultural industry, this event is not only a festival, but also a window to show the city image and cultural heritage of Anshan. Through the "Pear Blossom Hanfu Festival", it can show the rich historical and cultural heritage of Anshan and enhance the influence and

popularity of Anshan City in the domestic cultural tourism market.

The background and significance of the study on the cultural and tourism promotional design of the "Pear Blossom Hanfu Festival" is to explore how to better excavate and pass on the history and culture of Anshan, and turn them into attractive and competitive tourism products and cultural creativity [4]. First of all, through the research on the design of the bazaar, the professional level of the event can be improved, making the event more targeted and attractive, attracting more tourists to participate, and expanding the scope of influence and social impact of the event.

Secondly, studying the design of cultural and tourism publicity for the bazaar can promote the development of the cultural industry and the integration of culture and tourism, and promote the transformation and upgrading of tourism in Anshan City. Through the design of unique cultural and tourism publicity, it can enhance market competitiveness and promote economic growth and employment opportunities while improving visitor satisfaction. At the same time, through the design of cultural and tourism publicity, it can also promote the promotion and sale of local traditional handicrafts and special commodities, and stimulate the vitality of cultural creativity and market vitality.

In general, the background and significance of the "Pear Blossom Hanfu Festival" bazaar culture and tourism publicity design is of great practical significance and far-reaching significance for promoting the integrated development of culture and tourism in Anshan City and the prosperity of the cultural industry. Through in-depth research and analysis, it can provide useful reference and reference for the sustainable development of the "Pear Blossom Hanbok Festival", and make positive contributions to the prosperity of cultural tourism industry in Anshan.

3. Research Methodology

Research methodology is the core part of this thesis, we will use a combination of field research and case study to gain an in-depth understanding of the cultural and tourism publicity and design of the "Pear Blossom Hanbok Festival" Creative Bazaar in Qianshan, Anshan. Firstly, we will organise a team of professional researchers and photographers to go to the site and conduct field investigations and interviews, in order to grasp the scale of the event, the number of participants, the distribution of participants, the form of publicity and other basic information. Secondly, we will conduct in-depth exchanges and interviews with the organisers, participants and audience to understand their perceptions, expectations and suggestions about the event, so as to provide information support for further research.

Next, we will conduct case studies of other similar events at home and abroad from historical documents, relevant reports and experts' opinions, comparing and summarising their successful experiences and lessons in cultural and tourism publicity design, in order to shed light on the issues we can learn from and avoid in the cultural and tourism publicity design of the "Pear Blossom Hanfu Festival" Creative Market in Anshan Qianshan. In addition, we will use questionnaires and online surveys to collect a wider range of public opinions and views, which will help us to better understand the public's perception and attitudes towards the event, and provide more data support for our study.

In summary, through the combination of field research, case analysis and survey research, we will have a comprehensive and in-depth understanding of the current situation and problems of the cultural and tourism publicity and design of the "Pear Blossom Hanbok Festival" Creative Bazaar in Chanshan, Anshan, and provide a reliable basis for subsequent research and promotion and recommendations.

4. Design Concept for the "Pear Blossom Hanbok Festival" Creative Bazaar in Qianshan, Anshan, for Cultural and Tourism Promotion

The concept of "Pear Blossom Hanfu Festival" Creative Bazaar Literature and Tourism Publicity and Design in Anshan Chanshan is to advertise and promote the Pear Blossom Hanfu Festival as a cultural activity in the market through the form of Creative Bazaar, attracting more tourists and participants, and at the same time conveying the themes and concepts of the activity through the Literature and Tourism Publicity and Design, making the activity more attractive and influential. influence.

Firstly, the design concept should reflect the traditional cultural elements and innovativeness of the Pear Blossom Hanfu Festival [5]. The publicity design incorporates traditional Hanbok elements, such as gorgeous costumes and classical accessories, and at the same time adds modern elements, such as fashionable design and trendy elements, to make the event both traditional and fashionable, and to attract the participation of audiences of different age levels.

Secondly, the design concept should focus on the theme expression and visual effect of the event[6] . By designing outstanding posters, brochures and advertisements, the theme and highlights of the Pear Blossom Hanfu Festival should be highlighted to attract people's attention and make the event stand out in the market. In terms of colour matching and typographic layout, focus on visual impact and unity, making the overall image clear, eye-catching, smooth and natural.

Again, the design concept should pursue cultural communication and emotional resonance[7] . Through the publicity design, the cultural connotation and emotional value behind the activity is conveyed, triggering the audience's empathy and emotional resonance, so that they not only enjoy the fun in the process of participating in the activity, but also feel the power of culture and emotional touch. Through the form of creative bazaar, the participants can have a deeper understanding of traditional culture and feel the charm of the event.

Finally, the design concept should focus on communication channels and interactive experience[8] . In addition to traditional publicity methods, such as posters and advertisements, it can be combined with new media platforms, such as microblogging and wechat, to carry out all-round publicity and promotion and attract more target groups to participate. At the same time, an interactive experience area is set up at the event site so that participants can experience traditional culture first-hand, increasing participation and retention value.

To sum up, the design concept of Anshan Qianshan "Pear Blossom Hanbok Festival" Creative Bazaar Literature and Tourism Publicity is aimed at conveying the theme and concept of the event, attracting more audience to participate, promoting the influence and popularity of the event, while passing on and carrying forward the traditional culture, so as to make the event a cultural feast and interactive experience,

and making positive contributions to the development of local tourism and culture. positive contribution to the development of local tourism and culture.

5. Promotion and Operation of the "Pear Blossom Hanbok Festival" Creative Bazaar Cultural and Tourism Promotion in Qianshan, Anshan, China

In terms of promoting and operating the "Pear Blossom Hanfu Festival" Creative Market in Anshan, an all-round promotion plan should be formulated first. This plan needs to include online and offline multi-channel promotion methods, such as social media platforms, advertisements, brochures, etc. [9]. In terms of online promotion, platforms such as Weibo, WeChat and Jitterbug can be utilised to draw users' attention by releasing information on the event, short video clips and other content. At the same time, you can cooperate with some famous bloggers or KOLs to expand the influence of the event. As for offline promotion, you can attract more tourists to participate in the event by printing posters, brochures and distributing flyers.

In addition to promotion, the operation of the event is also crucial. During the planning and execution stages of the event, attention to detail is needed to ensure a smooth running of the event. It is important to make sure that the set-up of the site, safety and security of the event, and customer service are well arranged. At the same time, some interactive sessions can be set up to increase the fun of participants, such as DIY crafts and photography competitions. In addition, the reception and guidance work should also be done to ensure that participants can enter the event venue smoothly, understand the process and enjoy quality services.

After the event, it is also necessary to summarize the lessons learned in a timely manner, analyse the strengths and weaknesses of the event and prepare for the next event. Through user feedback, participation data and other information, the content and service quality of the event can be further improved to increase its attractiveness and influence. At the same time, the follow-up dissemination of the event can be used to prolong the promotional effect of the event and leave a deeper impression.

Overall, the promotion and operation of the "Pear Blossom Hanfu Festival" Creative Bazaar Cultural and Tourism Promotion in Anshan requires careful planning, attention to details, and timely summary and reflection in order to improve the quality and impact of the event. Through reasonable promotion and effective operation, more tourists can be attracted to participate in the event, injecting new vitality into the development of local culture and tourism.

6. Reach a Verdict

Through an in-depth exploration of the design and research of the cultural and tourism promotion of the "Pear Blossom Hanfu Festival" creative bazaar in Anshan, we found that this activity has unique value and significance in the integration of traditional and modern culture. Firstly, the event has successfully attracted a large number of tourists and businessmen to participate in the event by creating the unique brand of "Pear Blossom Hanbok Festival", which has brought a new impetus to the local economic development. Secondly, the event focuses on reflecting local characteristics and history and culture in the design of culture and tourism promotion, which not only enhances the brand image of the market, but also strengthens the sense of identity and pride of local residents in traditional culture.

Meanwhile, the event has demonstrated strong market competitiveness and public appeal in terms of promotion and operation, and has successfully expanded its influence and popularity through diversified promotional means and activity planning. Through co-operation with local scenic spots and enterprises, the event not only attracted more tourists and participants, but also brought new business and development opportunities for the development of local tourism and cultural industries.

To sum up, the design and research of cultural and tourism publicity of "Pear Blossom Hanfu Festival" creative bazaar in Anshan Qianshan has made certain achievements in traditional cultural inheritance and modern cultural innovation, which has injected new vitality and impetus into the development of local cultural and tourism undertakings [10]. At the same time, it also reminds us that in the process of cultural and tourism publicity design and operation, we need to pay more attention to innovation and practice, and constantly improve the planning and implementation of activities, so as to make the activities more attractive and competitive, and make more contributions to the local economic development and cultural heritage.

Acknowledgments

This work is supported by National Nature Science Foundation of ChinaX202410146013X.

References

[1] Liaoning "Anshan stone - thousand mountain grand view garden" grand opening[J]. Journal of Dream of Red Chamber, 2023, (05):2.

[2] Zhang Sufeng. Exploration of brand building of agricultural products in Qianshan District, Anshan City[J]. Shanxi Agricultural Economics, 2023, (17):160-162.

[3] Xu Yanli. Characteristics and functions of "market culture" in ceramic cultural and creative market[J]. Ceramics Research, 2022, 37(05):72-75.

[4] He Jia. Localisation Exploration of Creative Bazaar Curators--Taking Nanjing Radish Bazaar as an Example[J]. Decoration, 2023, (06):92-97.

[5] Su Rui. "Hospitable Shandong" cultural tourism bazaar: the trend of ideas to bring "creative gathering"[N]. China Culture News, 2024-03-15(001).

[6] Wu Jinjiao. Creative bazaar lights up the city for a better life[N]. Wen Wei Po,2021-11-03(007).

[7] Zhen Wang. Research on spatial evaluation system of tourism consumption in creative bazaar based on spatial production theory [D]. Henan: Zhengzhou University,2023.

[8] Witty Bean. Creative inspiration bazaar[J]. Invention and Innovation,2024(4):38-39.

[9] Hu Chunmeng. Creative bazaar, new expression of urban cultural life[N]. Tianjin Daily,2024-04-23(010).

[10] Creative bazaar: weekend time, young people keen to catch up[J]. Party life (Heilongjiang), 2023,(05):70.