

Take Bixia Temple as an Example to Study the Current Situation and Design and Development of Tourism Cultural and Creative Souvenirs of Ancient Buildings in Mount Tai

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Abstract: Tai'an City takes Taishan tourism as its pillar industry, but the current situation that its revenue mainly depends on tickets in the past is difficult to sustain. It is urgent to develop high-quality tourism cultural and creative souvenirs to increase sales revenue. There are many ancient buildings in Mount Tai with a long history and high cultural value and development potential. This paper analyzes the existing problems of Taishan cultural and creative souvenirs, and takes Bixia Temple as an example to excavate architectural elements and design cultural and creative souvenirs. It is expected to provide references and examples for the current research and design development of cultural and creative souvenirs of ancient buildings in Mount Tai.

Keywords: Taishan ancient architecture; Cultural symbol extraction; Cultural and creative product design; Bixia Temple

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1. Research background of tourism cultural and creative souvenirs of ancient buildings in Mount Tai

Tai'an is famous at home and abroad for its "Mount Tai", and Mount Tai is also the pillar of the city's tourism industry. Before the COVID-19 epidemic, in 2019, the total number of tourists received in Tai'an was 82.627 million, and the domestic tourism revenue was 89.44 billion yuan. ^[1] However, in recent years, the tourist tickets of Mount Tai have dropped again and again. From March 1, 2019, the total price of all tickets of Mount Tai has been reduced from 240 yuan to 115 yuan, which is valid within 3 days. Five small scenic spots are free for tourists. ^[2] The ticket revenue is reduced, and it is urgent to expand other revenue points.

Looking at the domestic and foreign markets, tourist cultural and creative souvenirs are the revenue focus of most tourist attractions. In countries and regions with developed tourism industry, the sales revenue of tourist souvenirs generally accounts for more than 50% of the total tourism revenue, some even as high as 70%. The sales revenue of China's tourist souvenirs only accounts for 25% of the total tourism revenue. The application and protection of local characteristic elements in tourism souvenirs has become an urgent problem for tourism managers and operators to solve. ^[3-4] However, the cultural and creative souvenirs of Mount Tai are relatively small in variety, lack of distinctive highlights, low correlation with the scenic spots, and the products of each scenic spot are the same, resulting in the poor consumption of tourists in the cultural and creative souvenirs of Mount Tai. Mount Tai is a major cultural symbol and treasure in the spirit of Chinese culture. The tourist attractions of Mount Tai are mainly composed of many ancient buildings, such as Bixia Temple, Dai Temple, Puzhao Temple, Doumu Palace, Wangmu Pond, etc., with a long history, endless cultural allusions, a large number of cultural symbols to be extracted, a wide space for cultural and creative product development and a huge market prospect.

2. Advantages of developing tourism cultural and creative souvenirs of ancient buildings in Mount Tai

The development of tourist cultural and creative souvenirs of ancient buildings in Mount Tai, which are both memorable, aesthetic, interesting, practical and reasonably priced, will have the following advantages:

2.1 Improve tourism experience and enrich spiritual and cultural life

The design and development of tourism cultural and creative souvenirs for ancient buildings in Mount Tai can fill the gap of relevant products and improve the current lack of characteristics and attraction of tourism products in Mount Tai. At the same time, it can improve the tourism experience of Mount Tai, let tourists get cultural attribution from the products, buy the favorite tourist souvenirs, and make Mount Tai's tourism shine.

2.2 Improve the income of local tourism industry

Through the design of tourism cultural and creative souvenirs of ancient buildings in Mount Tai that meet the needs of tourists for memorial, aesthetic and functional purposes, we can increase the income of Mount Tai's tourism industry, bring new income to the local economy, make up for the negative impact of ticket reduction, and promote the development of local tourism industry.

2.3 Publicize and promote the image of Mount Tai

Excellent tourist souvenirs brought to the world by tourists can play a role in promotion and publicity. A series of wonderful tourist souvenirs launched by the Palace Museum, Dunhuang Museum and Shaanxi Museum have aroused the great interest of the young generation on the Internet, raised the popularity and attracted many tourists. The tourist souvenirs of Mount Tai can also help promote the image of Mount Tai.

Take Bixia Temple as an example to study and develop cultural and creative souvenirs of Bixia Temple architectural complex

The Bixia Temple is located at the east end of the famous "Tianjie" of Mount Tai and the south of the extreme top of Mount Tai. It is the upper temple of the Bixia Yuanjun and one of the largest ancient buildings on Mount Tai.^[5] It is the representative of ancient Chinese alpine palace architecture, and also the Taoist temple with the highest elevation and the largest building scale in East China. It used to be the cultural witness and sacred shrine of the royal families and nationalities of all countries in the past dynasties. It was also known as the sacred shrine where the royal families and emperors of all dynasties held the grand ceremony of offering sacrifices and praying for blessings. It has profound historical and cultural connotations. However, as far as the existing cultural creation of Bixia Temple is concerned, the lack of excavation of traditional culture and the lack of innovative spirit lead to its lack of soul and beauty in souvenirs, which is difficult to make people sympathetic and can not stimulate tourists' enthusiasm for consumption.

Taishan College student Sun Yixuan mainly studies the structural layout of the ancient architectural complex of Bixia Temple, the human history, physical structure, element application, color matching and cultural implication of the main building in the temple, and re-induces and extracts the cultural elements of the ancient building of Bixia Temple; We have designed cultural and creative souvenirs that are both aesthetic, historical and cultural, and at the same time inexpensive, helping Bixiaci cultural and creative to step up the pace to become the forefront of cultural and creative trends, and contributing to the construction of "cultural confidence" in China.

In terms of architectural research: the existing buildings of Bixia Temple retain the scale of the Ming Dynasty and the bronze casting components of the Ming Dynasty, and the architectural style is mostly the style of the middle and late Qing Dynasty. The second entrance courtyard, with the screen wall, the treasure house, the South God Gate, the Dashan Gate, the incense pavilion and the main hall as the central axis, is flanked by the East and West God Gate, the Bell and Drum Tower, the East and West Imperial Stele Pavilion, and the East and West Side Hall. The structure is rigorous and the layout is compact, which is considered as a model of ancient Chinese alpine architecture.

In terms of cultural symbol extraction and souvenir design: the combination of rich cultural elements such as Taishan Daiding, Bixia Temple building, Bixia Yuanjun image, and the combination of modern China-Chic popular color style, ancient rhyme shape style, the focus of the characteristics of the top of Taishan architecture, and the simplification of the overall complex architectural system. Finally, 7 kinds of illustration designs were determined, as shown in the figure, and derivative products such as folding fans, ballpoint pens, jigsaw puzzles, pendants, desk calendars, and prayer postcards were produced.

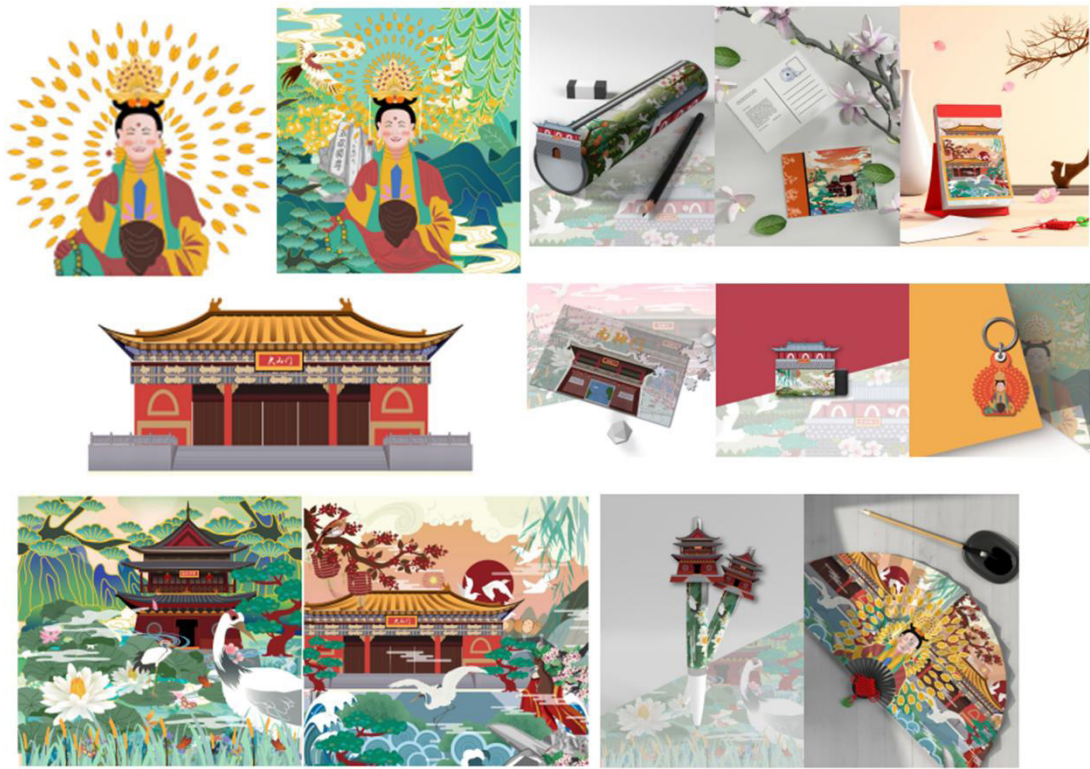


Figure 1 Development and design of cultural and creative souvenirs of Bixia Temple

Epilogue

Good cultural and creative design can better spread culture while inheriting culture, and it will also play a significant role in promoting the development of local tourism and stimulating public consumption. Among them, the extraction of local characteristics is the first step of integrating local cultural elements into tourism cultural and creative souvenirs, and also the key link of tourism cultural and creative souvenirs with local cultural characteristics. [4] The design can make the cultural image of Bixia Temple more interesting and dynamic, better spread the culture, drive the passenger flow and surrounding industries, and promote regional economic development.

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