

# On the Development of Harbin Characteristic Cultural Products

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**Abstract:** People enjoy the rich material life, while pursuing the spiritual enjoyment is becoming increasingly prominent with the progress and rapid development of the times. Tourism and the choice of regional cultural products is fashion now. The competition among regional cultural products has evolved from the competition of use function to the competition of creative design, such as product functionality, appearance, color and cultural connotation. This topic takes characteristic cultural and creative products as the research subject, takes Harbin culture as the background, takes characteristic culture as the creation model, comprehensively explores Harbin cultural elements, extracts representative cultural symbols, through the analysis of domestic and foreign excellent design cases, retains the common characteristics, integrates Harbin cultural and creative characteristics, brings cultural and creative product design into consideration. With the help of design, a unique tourism cultural and creative product is designed to inject vitality and vitality into Harbin tourism.

## 1. Introduction

The economic development of Northeast is slow and the regional culture is still in the state of development compared with the regional cultural and creative products that now occupy the cultural and creative product market. This kind of economic and cultural backwardness leads to the failure to drive Harbin. With the development of tourism industry, the promotion of tourism culture in Harbin is difficult, and the market of cultural and creative products is lack of vitality. Culture has been developing and changing in a certain regional environment, but it has relative stability in a certain period of time. This relatively stable regional scope carrying material civilization and spiritual civilization is called regional culture <sup>[1]</sup>. The formation background and scope of regional culture can be large or small according to the division criteria. They record the historical cultural tradition and are unique. According to the cultural connotation of different regions, cultural resources can be divided into natural resources and human resources. Based on the research of Harbin's characteristic culture, this topic aims to make more Chinese and foreign tourists understand Harbin's colorful and splendid culture, deepen people's interest and identity in Harbin culture, and experience the essence of Harbin's culture.

## 2. Situation of Cultural Products' Development

### 2.1 Concept of Cultural Products

The state has issued relevant policies, such as several opinions on promoting the integration and development of cultural creativity and design services and related industries, and several opinions on promoting the development of cultural and creative products of cultural relics, which shows that the state attaches great importance to cultural and creative products in recent years. The concept of cultural and creative products belongs to a new vocabulary, which has not been used for several years, and even a large number of people have a vague understanding of cultural and creative products. The full name of "cultural and creative products" here is "cultural and creative products". The definition of cultural and creative products can be divided into "culture", "creativity" and "product" <sup>[2]</sup>. Things that have value and use value and meet people's certain needs become products. Cultural and creative products are the crystallization of the creator's consciousness of

highly refining and summarizing culture. From the perspective of tourism demand at this stage, cultural and creative products can be divided into tourism souvenirs, film and television literary works, e-book publications, arts and crafts works, calligraphy and painting arts and other categories.

## **2.2 Current Situation of China's Cultural and Industries**

Cultural and creative industries overlap with cultural industries to a large extent, but compared with cultural industries, creative industries pay more attention to creativity and innovation. The term "cultural and creative industry" has Chinese characteristics. China is an ancient civilization with five thousand years of historical evolution, long-term interaction and integration of many ethnic groups, rich and splendid. The long-standing and profound connotation of Chinese culture has its own unique charm, which is enough to fascinate the world. In the face of the global "cultural war", it is not enough to just copy and use the historical culture<sup>[3]</sup>. As China's cultural and creative industries start later than other countries, and the creative industry chain in Europe, America, South Korea, Japan and many other countries is gradually improving, China is slowly entering the world stage.

## **2.3 Current Situation of Cultural and Creative Products**

There are many kinds of cultural and creative products in Harbin and there are many ways to present them. The research on the design of tourism cultural and creative products, focusing on the design method of products, analyzes the current situation of tourism cultural and creative products in Harbin combining with the products sold in the physical stores of Harbin tourism area.

### **2.3.1 Single Product Features**

There is also a time sequence for the design and development of cultural and creative products. In the early days, there was a form of tourism cultural and creative products, namely tourist souvenirs<sup>[4]</sup>. For example, a lot of souvenirs in scenic spots are printed on products and small objects with no sense of design, like a mountain and a river. This kind of "popular science pictures" like no words are ignored in stores. Maybe this kind of souvenirs have a market for a while, and in the era when the mobile phone photography function is not popular. Obviously, this kind of product is classified as an unpopular type, and it is difficult to make consumers have the desire to buy. But on the contrary, the daily necessities with northeast folk characteristics are very attractive. Northeast China has a variety of ethnic minorities, and the national culture is very brilliant. With the development of the times, many designers also focus on Harbin, so Harbin's cultural and creative products have a very obvious polarization.

### **2.3.2 Various Types**

The essence of Harbin tourism cultural and creative products is cultural and creative products. There are many kinds of cultural and creative products, and they show the attitude of multi field expansion. From the Northeast Museum and the Northeast tourist attractions, we can conclude the classification direction of Harbin's tourism cultural and creative products: cultural relic derivatives, innovative living supplies, cultural relic imitation, agricultural and sideline products, folk crafts, etc. Although Harbin There are many kinds of cultural and creative products, but compared with other regions, there are still some deficiencies, mainly in the field of innovative household goods, which is a link that needs to be vigorously developed in the future<sup>[5]</sup>.

### **2.3.3 Lack of Innovation**

The development of Harbin tourism industry chain is not sound enough, many scenic spots do not have enough resources to support product innovation, most of the scenic spot shops still maintain the most basic sales of agricultural and sideline products, and the mechanical production of the existing production lines of similar products are the performance of the lack of innovation in cultural innovation in Northeast China<sup>[6]</sup>. Although some handicrafts with national characteristics have their own unique styles and characteristics, many products with Harbin characteristics are universal, and natural resources are prone to repeat in areas with similar geographical environment

and latitude. The products refining this resource are typical pan regional products.

### **3. Integration of Elements and Products**

Aesthetic practice is a necessary course of design. Aesthetic practice of cultural and creative products is to collect, observe and analyze a large number of domestic and foreign articles. The practical significance of creating products is to explore design concepts, analyze design methods and carriers from excellent design cases, broaden the vision and explore the design law. Taking famous tourism and cultural creative products at home and abroad as an example, this paper analyzes the basic application of the three elements of design, and deeply explores the design positioning of the cultural creative products and the application of tourism characteristic elements.

#### **3.1 Learning Foreign Cultural and Creative Products**

Well known and popular products must have the aspects that can be used for reference and learning by Harbin tourism cultural and creative products. They can learn the cultural and creative features of British Museum, Forbidden City and Mount Fuji, aiming to explore how to design excellent cultural and creative products and how to promote excellent cultural and creative products. Britain is the first country to put forward the concept of creative industry, and its research and development of creative products is also leading and ahead of time.

#### **3.2 Design Principles of Cultural and Creative Products**

First, the principle of clear regional characteristics. It is the most important principle in the design of tourism cultural and creative products. Grasp the culture of body elements. Connotation and characteristics are very necessary. Different types of culture will show different cultural charm and have a high degree of identification. Second, the principle of design aesthetics. Although the quality requirements of the audience of tourism and cultural products are not the first factor, the outstanding function can improve the good reputation and social competitiveness. Third, emotional principle. Today, with abundant material, rapid economic development, overproduction and product saturation, personalized design is the trend of future development.

### **4. Harbin Cultural and Creative Product Design Path**

#### **4.1 Creative Method of Characteristic Cultural and Creative Product Design**

There is a popular explanation for inspiration triggering called associative design. Paper forms usually take the form of drawing icons, drawing trees and comparing tables. Reverse thinking: in the process of thinking about creativity, the progress may not be very smooth at the beginning. If this happens, we can use the reverse thinking method. Take cultural and creative products as an example, we can think about starting from the results of the products, in order to achieve the effect of selling and expressing regional culture. How to achieve this effect, analyze audience groups, analyze audience psychology and refine production Product elements and so on to complete the reasoning thinking.

#### **4.2 Demand Analysis of Cultural and Creative Products**

##### **4.2.1 Purchasing Population Analysis**

Products are produced in order to meet the needs of consumers, and consumer groups are diversified. For products with the same use function, the psychological demands of consumers such as age, occupation, life preference and education background are different. The age of tourists to the Northeast includes the old, the middle-aged and the young. Therefore, it is concluded that the purpose of designing Harbin cultural and creative products should be clear and the audience should be well controlled. Tourist groups. Cultural and creative products with regional cultural characteristics are often gifts to special people at special times and places. This kind of consumer group of special groups has a distinctive aesthetic taste. They pursue a part of special groups of

personalized aesthetic, which requires tourism products to have a strong personalized style, rich in cultural connotation, full of interest, can convey personality, and can enrich life.

#### **4.2.2 Trading Environment Analysis Method**

Tourism cultural and creative products from production to purchase by consumers need to experience: design, mold, molding, finished products, packaging, sales. There are the following factors that affect customer transaction environment: emotional factors. Emotional design is to grasp the conscious or unconscious emotional response of the audience in a short time, which mainly focuses on the beauty of cultural and creative products, supplemented by practicality. Tourists only consider their own preferences when they buy, and the purchase speed is faster and the thinking time is shorter.

#### **4.2.3 Product Demand Analysis Method**

In terms of product design positioning, in addition to understanding the purchasing population and analyzing the user psychology, it is also necessary to analyze the existing market orientation. Cultural and creative products are also a kind of products and a valuable commodity. Harbin cultural and creative products should meet the following product needs: 1. Cultural. Most of the regional cultural and creative products with characteristics reflect the embodiment of history, culture and national culture of people in a region. 2. Attribution: the sense of identity of regional culture. The audiences of excellent regional products are not only tourists, but also people's feelings towards their hometown, nostalgia and appreciation of hometown culture, or want to present products with ideas to foreign friends. 3. Innovation: the aesthetic needs of continuous development. Cultural and creative products keep pace with the times, people's scientific and technological and aesthetic concepts are constantly changing, and the frequency of cultural and creative products' renewal is increasing.

#### **4.3 Design Means of Characteristic Cultural and Creative Products**

It is the most important principle in the design of tourism cultural and creative products to define the regional characteristics. It is very necessary to reflect the cultural connotation and customs of Harbin cultural and creative products. National cultural characteristics of Russian culture, Korean culture and Inner Mongolia culture. The characteristics of northeast people, such as straightforwardness, justice, enthusiasm, laziness, impatience and humor, should be reflected in the products. Take Harbin life characteristics as an example to have the following cultural connotation points: 1. The audience is a unique group of new and innovative products. Harbin's life features have a strong regional personalized style and full of interest. This unique feature can be applied in product design. 2. The characteristics of life in Harbin are as follows: the coarseness in character, the cleverness in skill, and the interest in some art forms.

#### **4.4 Promotion of Harbin Cultural and Creative Products**

Different from other commodities, tourism cultural and creative products have their own special attributes, integrating regional culture, art and practicality. Therefore, Harbin cultural and creative products should not only learn from the successful experience of tourism cultural and creative products promotion at home and abroad, but also make efforts to create brand effect, take regional tourism development and promotion as the carrier, and integrate the products into regional tourism promotion. Grasp the promotion opportunity of cultural and creative products, reasonably set prices, effectively select product promotion channels, and do a good job of preheating before promotion. The Internet era has changed people's buying habits. Online sales of Harbin cultural and creative products have become a development trend. Online sales can broaden sales channels and attract non tourists. Online stores can be classified from the aspects of consumer gender, age, use function, product use, etc. to meet the audience groups of various needs.

## 5. Conclusion

Nowadays, the development trend of the society is the period of the development of tourism products in the whole field. In the design and planning of cultural and creative products in Harbin, it is important to develop all-round in many fields. It is the orientation of cultural and creative products in Northeast China at this stage to conform to the consumption concept of the times and focus on the study of livable tourism products. At present, most of the sales of Harbin tourist attractions are postcards, handicrafts, agricultural and sideline products and other traditional tourism products, which are far from meeting the needs of modern people. According to the data statistics, in the economically developed areas, the proportion of tourists buying life products is as high as 80%. The products with use value have replaced only tourist souvenirs with commemorative function. The crafts without use value are like chicken ribs, "food is useless, and discard is precious". Encourage local enterprises or some enterprises in developed regions to invest high quality in the R & D and production of Harbin cultural and creative products. Use the Internet and big data communication platform for product promotion. When studying this topic, we found that the online industrial chain of Harbin's cultural and creative products is not perfect, and the development of double lines has become an urgent problem for the tourism industry in Northeast China. Conforming to the theme of the times and market demand is the primary problem to be solved in the design of tourism and cultural innovation products in Harbin at this stage.

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