

A Study of the Times Planning of the Development of Tin Inlay Art in Weihai, China*

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Abstract—This paper analyzes the characteristics of the era of China's Weihai tin inlay art development. On the basis of a large number of relevant rationalization proposals, it integrates the Chinese Weihai tin inlay art, and reviews in more details from mining culture, introducing mechanism and cultural creative product development and other aspects. Finally, the characteristics of the era of China's Weihai tin inlay development were analyzed and summarized.

Keywords—tin inlay; times; suggestion

I. INTRODUCTION

Tin inlay art is a unique art form in Weihai area of Shandong Province. It has a history of more than one hundred years since the British leased Weihai. It not only faithfully retains some plot memories of people's social life at that time, but also relies on people's natural feelings. Tin inlay art is an important component of traditional folk crafts, is the material carrier of traditional culture, and has high artistic and cultural value. At the same time, it has rich national and folk culture genes, and is an extremely valuable historical intangible cultural heritage. It shows the charm of Chinese civilization. This traditional craft in the 1980s has won the Xinglu Award of Science and Technology, Hundred Flowers Award of Arts and Crafts and other honors in Shandong Province, and is a local folk traditional art form. In December 2008, tin inlay technology was also included in the intangible cultural heritage list of Weihai City. This paper makes a rational analysis of the protection and development of the intangible cultural heritage of tin inlay art and the planning of the characteristics of the times. The emphasis is to advocate the inheritance, development and innovation of traditional tin inlay art, so as to adapt the traditional tin inlay art to the development of the present era.

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II. CONSTRUCTING TIN INLAY CULTURE ART WITH THE CHARACTERISTICS OF THE TIMES

A. In-depth Study of the Foundation of Art Culture

The study of tin inlay art culture is a complex systematic project, a process of gradual cognition and development that cannot be accomplished overnight. To this end, it is recommended that a Weihai local organization or institution specializing in tin inlay art culture must be established. It can be in the form of a cultural department or a private association. It is composed of professionals from the region's culture, art, education, science and technology, literature and history, and experts from the province who care about the construction of tin inlay art culture in Weihai. The government allocates certain funds to support, and the upper-level institutions collect and organize relevant literature and historical materials, propose research and theoretical achievements with high artistic value and significant practical significance, and compile books on Weihai tin inlay art culture research, and hold regular seminars, which can provide decision-making basis and information for the government to develop tin inlay art culture. The relevant government departments should provide a guarantee mechanism to support the inheritors to carry out the inheritance activities. Through the activities organized by the Weihai Tin Inlay Art Research Association, the regular training and teaching activities of the inheritors make the research on the tin inlay art gradually specialized, standardized and targeted, thus promoting the exploration and development of tin inlay art culture in Weihai.

B. Creating the Atmosphere of the System Development Measures

Through the current research of this thesis, it is needed to improve the protection and measures in order to inherit and promote the tin inlay culture. Here are some suggestions for this article:

- In the news media, official websites, and cultural publications, it will be significant to set up a special "Weihai Tin Inlay Art and Culture Forum" space and

set up the "Weihai Tin Inlay Art Award" to encourage and guide people to make suggestions and advice. The government can brainstorm and adopt good policies.

- A multi-functional composite Weihai tin inlay art digital museum that integrates "sound image, dynamic and physical" can be constructed. In the museum, "Computer Access History System", "Tin Inlay Cultural Relics Exhibition Room", "Tin Inlay Cultural Boutique Exhibition Room", "Local Literature Room", "Exhibition Room for Micro-simulation Tin Inlay Process", "English Rent Historical Room", "Large-scale Sino-Japanese War Tin Inlay Mural Studio" and things like that can be established. It will have a great impact to formulate an incentive policy to collect scattered folk cultural relics and historical materials.
- It will also be necessary to edit and publish a series of Weihai tin inlay culture series, collect and display in the local literature room, manage local literature, and let more people in China understand it and its history at that time.
- Actions like introducing technology, introducing funds, carrying out technological reforms on tin inlay handicrafts, and producing new tin inlay craft products that are oriented to the contemporary market, close to life, beautiful and practical, and full of fun can be carried out. In the tin inlay design, it will be necessary to add points, lines, faces and other fashions constituent elements for the development of the contemporary tin inlay products industry.
- Opening an elective course at the College of Art or art major, or regularly inviting the old artists of tin inlay art to showcase their traditional artistic charm can also be the options that can take for the development of the tin inlay art.

C. Focusing on Building Supporting Cultural Facilities

It is necessary to build a number of iconic marine tin inlay cultural facilities with distinctive features, complete functions and rich connotations in accordance with the requirements of high standards, high starting points and forward-looking requirements. The landscape of the whole city is fully displayed with rich marine cultural characteristics, and the feelings of people who come to Weihai are closely related to history, culture and art. Over the years, some facilities reflecting the reappearance of cultural history are being restored. The Weihai Park Cultural Square has been fully completed. In addition, a number of tin inlay sculptures should be created and properly distributed in the cultural areas of the city, such as the construction of iconic city sculptures at the entrance of the city, or the construction of a display sculpture of tin inlay art and culture. On the Weihai Park Square, it can be carved with a set of large-scale carvings that concentrate the history of Weihai, the man of the hour, and the scenes of production and life. These striking cultural facilities are like finishing touches, creating a strong artistic and cultural atmosphere for the city.

In the near future, it will be an important carrier and testimony of the tin inlay culture, enriching the connotation of the tin inlay culture.

D. Scientific Planning Relies on Tourism

It is necessary to formulate the "Timetable for the Construction of Tin Inlay Culture in Weihai", the "Tin Inlay Cultural Heritage Protection Plan", the "City Cultural Industry Development Plan" and the "Integrated Development Plan for Tin Inlay Cultural Tourism Resources". It is also necessary to include cultural construction in the "Outline of Economic and Social Development of Weihai", so that the organizational structure, target planning, operational mechanism, and project funding of cultural construction are effectively guaranteed. Turning soft, virtual, and indiscernible goals into hard indicators and measurable achievements, and building Weihai into a "cultural strong city" characterized by marine history and culture, should rely on the platform of tourism. The display of tin inlay art culture will be promoted, and the competitiveness of the city must be quickly enhanced to build a boutique city with rich cultural and artistic charm. If there is no tourism industry, there will be no outward tension in tin inlay art. Hard work must be carried out to realize the coordinated promotion and common development of the four-in-one of "the construction of marine art culture, the construction of fine cities, the construction of tin inlay culture tourism, and the building of spiritual civilization." Taking tourism as the leader, the combination of tin and art and folk culture and tourism will complement each other.

III. DEVELOPING TIN INLAY ART PRODUCTS THAT ARE SUITABLE FOR THE AESTHETICS OF THE PRESENT ERA

A. Introducing Market Mechanism into Cultural Construction

Taking the road of industrialization development is a new mode of cultural system reform and a fundamental requirement for accelerating the development of cultural industries. Introducing private capital to run a culture is an irreversible trend. It is necessary to speed up the development of cultural construction and the development of tin inlay culture. If there being just local financial investment, it will not be able to achieve rapid development. Therefore, it is of necessity to change the traditional operation mode, so that the government investment can be combined with social sponsorship and private capital investment to form a multi-channel and diversified investment mechanism. In accordance with the principle of "who invests and who benefits", public bidding is carried out on the contracting rights, development rights and management rights of some projects, and social funds are absorbed to participate in the construction of joint development.

B. Establishing a Specialized Agency

It is necessary to set up a specialized cultural industry-related office, so that there is a department responsible for planning, projecting, coordinating, and comprehensively arranging the development of the tin inlay art industry. The

government assumes the responsibility of macro management and guiding norms, implements the separation of management and execution, and bridges the gap between investors and cultural resources, markets and selling points. It is planned by a specialized agency and supporting the market operation. It is also needed to continuously expand cultural and economic exchanges with the outside world, strengthen the vertical and horizontal cooperation and cooperation with cultural groups within and outside the province, and gradually introduce the tin inlay art to the market through handicrafts, film and television works, poetry and calligraphy, tourism, and marine folk festivals.

C. Multi-channel to Expand the Market and Develop the E-commerce

It is necessary to expand the cultural market outside the province and overseas to form an export-oriented tin inlay cultural industry. Tin inlay handicrafts were exported for special sales in the early years. Later, they won domestic and international awards. However, in recent years, they have not made much progress and have a shrunk trend. People should actively think about the innovation and reform of tin inlay culture art. Malaysia in Southeast Asian countries is an important tinware manufacturing country in the world. The tin handicraft manufacturing industry is very popular and has become a local cultural leading industry. This is not only related to the development of local tourism, but more importantly, their tin crafts are diverse and exquisite, with valuable collections, gifts, fashionable women's trinkets, practical tableware, utensils and decorations. Tin crafts are the main products of Malaysia's foreign exchange. Moreover, the government has specialized organizations that support enterprises to help them give preferential policies to their propaganda policies. If Weihai's tin inlay handicraft factory can cooperate with them on technical fund projects, improve and enhance tin inlay handicrafts, establish world-class tin inlay handicrafts fairs and trade fairs, and promote the online sales channels of e-commerce and micro-business, it can be said that it is a speed-up of the development of cultural tourism and a shortcut of tin inlay crafts manufacturing.

IV. INTENSIFYING EFFORTS TO DEVELOP HISTORICAL AND CULTURAL TOURISM

A. Carrying out Marine Cultural Tourism

Weihai has beautiful scenery, four distinct seasons, mountains and seas, clean and tidy city, and picturesque scenery. It has won the United Nations "Best Living Environment Award" and has unique holiday climate and environmental conditions. Weihai is a famous historical tourist city. However, in order to stand out in several coastal cities in the Jiaodong Peninsula, it is necessary to have the city characteristics of its own. At the same time, the leaders of the municipal government should attach great importance to and support the development of city tourism. Firstly, to comprehensively accelerate the development of Weihai's comprehensive strength, it will be of great necessity to first raise the new growth point of Weihai's economy. To cultivate new economic growth points, it will be necessary to

vigorously develop cultural undertakings and tourism, put tourism on the agenda, and give full support on policy and capital; secondly, in recent years, the WEH's routes have been continuously added. On the railway, Weihai, Qingdao, Yantai, Jiaodong, Tongcheng, and the motorway will be opened to traffic, and the optimized expressway, the Seaside Avenue, and the Ancient Passage Tunnel will also be opened to traffic. In recent years, some key cultural facilities and suburban tourist attractions have been built and begun to take shape, which has also played a role in tourism driving the tin culture.

B. Combining Marine Tourism with Tin Inlay Culture

To develop the tin inlay art and culture tourism, it will be very important to introduce advanced concepts, invite some famous cultural planners and well-known cultural planning institutions, gather the wisdom and influence of cultural elites, tailor the overall plan of marine art culture tourism, plan some large-scale cultural tourism activities as a brand, and develop and plan some tourism projects, such as China Ocean Crafts Festival, Ocean Food Festival, Tin Inlay Crafts Expo, Sea Unique Island Adventure, Weihai Hot Spring Vacation, sea rafting, round-the-island tour, and eco-style rural fisherman series tour, etc. All departments of the Tourism Bureau should also conduct feasibility studies and project reports on "marine cultural tourism". This is a new and unique tourism project. If it can operate successfully in two or three years, it will be a marine tourism golden route and it will be the main project and the highlight of cultural tourism combined with tin inlay art.

C. Creating a Modern Networked Stereo Mode

In order to realize the deep development of tin inlay, it is necessary to newly build a number of high-end cultural connotation facilities and a number of fresh urban landscape attractions, such as Weihai Folk Art Museum, Ocean Zoo, Huancui Forest Park, and Xianguding Buddhist Culture Park and so on. It is necessary to increase the protection, development and utilization of cultural heritage facilities. It is also needed to combine the integration, comprehensive planning, development and construction of cultural relics scattered everywhere into tourist routes, and combine "points, lines and faces", forming the scale and system. Taking the urban area, Liugong Island and Huancui Building as the main line, the Tin Inlay Culture Museum will be the center, and the three scenic spots of Southern City, Northern City and Western City will be built; The appropriate area will be chosen to build the "Tin Inlay Cultural Park", taking this as the center to form the city's film "Ocean Art Culture Tourism Scenic Spot"; Taking the city government square as the center, along the east road, a cultural scenic spot with the characteristics of a modern city in the north of the city is formed; the city's cultural relics protection can be united, and Liugong Island, Jiawu Naval Battle and Beiyang Navy Site, and ancient piers and ancient ferries will be built into "Weihai City Patriotism Education Base" and "Local History Education Base" to form "Circle Culture Tourism Scenic Spot". To publicize a tourism promotion plan for entering the province and covering the whole country, it is necessary to be on the Internet, WeChat, the prime time of the central

media, the large-scale cultural and economic exchange activities of the whole country, the 4A-level tourist attractions, and the important public places of the provincial capitals to make voice, image, and album to form a strong network of external propaganda.

V. CONCLUSION

Tin inlay art is an artistic creation invented by the working people of our country, with distinct local characteristics and cultural values. Due to the complicated production process and strict requirements of tin inlay, it is difficult to compare with other handicrafts in the difficulty of production. The enlightenment of the specific pattern process on the current design is not a change of inheritance, but a creation in inheritance. These production and processing techniques are the long-term wisdom of the working people of China, and they are rich in national cultural genes. Some suggestions in this paper hope to promote the innovation and development of tin inlay art. Tin inlay art is an important carrier of the Chinese nation's historical and regional culture. It displays the infinite charm and charm of Chinese culture. It is also an extremely valuable regional intangible cultural heritage in China. It is a wonderful local folk craft.

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