

Design and Brand Marketing Planning of Shenyang Regional Cultural Tourist Souvenirs

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Abstract. As a historic ancient city, Shenyang, also called Shengjing, is constantly developing tourism industry, but tourist souvenirs has been forgotten in the corner, especially today when everything is adapting to the continuous development of Internet and new media. It is true that Shenyang Shengjing cultural tourist souvenirs sales and promotion model has lagged behind the pace of the times. Therefore, the study aims to make full use of Internet technology, give full play to Shenyang culture characteristics in line with the development goal of Shenyang's tourism cultural products, finally promoting Shenyang's tourist souvenirs in terms of products, prices and promotions for different market groups, fully integrating Shengjing culture into tourist souvenirs and meeting the needs of the customers.

1. Introduction

With the development of modern society, tourism has become a popular choice of entertainment in modern society. The rapid development of tourism also drives the development of tourist souvenirs and the development of urban economy at full speed. Good tourist souvenirs can not only attract attention and increase sales, but also drive the publicity and development of the whole city. Thus, more and more attention has been paid to tourism and tourism products themselves. Good tourist souvenirs are usually closely related to urban culture, so they are fashionable and the most important thing is that they have cultural connotations.

2. Current situation of cultural tourist souvenirs in Shenyang

Shenyang's tourist souvenir market is highly homogenized, lacks cultural characteristics, lacks the design of souvenirs, and its cultural identity, innovativeness and practicality cannot make customers satisfied. At present, there are three main sales channels for tourist souvenirs in most places in China including Shenyang. One is to sell them at a designated shopping mall; they can also be sold at hotels, department stores and special counters and windows; the third choice is to set up souvenir stalls in tourist attractions, or to open franchise stores. Among them, tourist attractions should be the best platform for the sale of tourist souvenirs, but due to various reasons such as chaotic prices and poor quality, the vitality of tourist souvenir market in scenic spots is constrained and the effect is not ideal. In a word, single souvenir sales mode, chaotic market order and a lack of innovation in tourist souvenirs can hardly attract consumers.

It is understood that the sales of tourist souvenirs in Shenyang are mainly based on the retail sales of physical stores, mainly distributed in scenic spots and shopping malls. In Taobao and other online sales platforms, no tourist souvenirs about Shengjing culture have been found. Shenyang is a historic ancient city and Shengjing cultural tourism could also be regarded as an ancient culture. Shenyang's tourism industry is developing continuously, while tourist souvenirs are forgotten in the corner. Especially today, when everything is adapting to the continuous development of Internet and new media, the sales and promotion mode of Shengjing cultural tourist souvenirs has lagged behind the times.

3. Design principles of cultural tourist souvenirs in Shenyang

3.1 Considering practicality

Nowadays, tourists are paying more and more attention to the practicality of tourist souvenirs, so the Shengjing cultural tourist souvenir market should improve ordinary souvenirs in practicality. Besides, with the rapid development of the economy, people's quality of life is also constantly improving. The best way to highlight the taste of life is to enjoy the meal with a set of exquisite tableware. However, the quality of cultural tourist souvenirs in Shengjing is different. The market of cultural tourist souvenirs in Shengjing lacks a series of delicate tableware that conforms to the characteristics of modern society. Consequently, a set of delicate tableware with the connotation of Shengjing culture can enter the market quickly. For example, chopsticks made of healthy wood with figures wearing Manchu costumes printed on them; a set of ceramic bowls and dishes designed with elements of Shenyang Imperial Palace and Shengjing culture; transparent ashtray with the bottom decorated with pictures of the eight Shengjing tourist attractions.

3.2 Highlighting regional culture

The design of the tourist souvenirs with Shengjing culture should not only let the local people find a sense of intimacy and belonging, but also belong to everyone visiting Shenyang, because it reflects the local historical style and modern feelings. Originating from Shengjing Eight Banners Imperial Examination, with a long history of the Eight Banners culture, Shengjing culture is the basic national body of the Manchu. In order to present the Shengjing culture in a comprehensive and meticulous manner, all of these aspects including its long history, clothing, food, housing, transportation and other daily life, the tourism route as well as book design with Nurhachi and other characters integrated into it could help visitors fully understand the unique cultural characteristics. A special enjoyment on the trip is the core content of the entire design.

3.3 Designing innovative stationery supplies

There is no satisfactory stationery in the Shengjing Cultural Tourist Souvenir Market. Stationery, which is a must for students, occupies the student market. Having a beautiful pencil box or holding a pen that looks comfortable will make them feel happy. Meanwhile office workers also need beautiful pens and notebooks that display their own connotation and taste, an enviable signature pen, a special business card box on the desk, a pen holder and folders full of Shengjing characteristics, which can really attract people's attention.

3.4 Combining such design materials as historical events and characters reflecting regional culture

Shengjing culture contains many distinctive and attractive historical figures and deeds, such as Zhang Zuolin, Zhang Xueliang, Huang Taiji, Nurhachi and so on. Using new materials, new technologies and new components, enterprises could make major changes to the original products, bringing more benefits and services to customers. They could make full use of Shenyang celebrity culture of to design tourist souvenirs and embed their characters or famous deeds into tourist souvenirs, so that tourists can relive the past events of celebrities.

3.5 Combining the high-tech development of society

Mobile phones have become the most important communication tool for people, so the mobile phone case has naturally become a popular product. In this way, Shengjing characteristic cultural elements can be expressed through the modern mobile phone case. In the design, the Manchu small characters and feather paintings can be added, which not only innovates the production style, but also enriches the performance of Shengjing culture. All of these items, like U disk, charging treasure, mouse pad, key chain, which are commonly used by the public, can embody characteristic cultural elements of Shengjing.

4. Analysis on brand marketing strategy of Shengjing cultural tourist souvenirs

Utilizing the history of Shengjing culture, we could create a series of culture tools like “the four treasures” and “the wonderful pens and books”. For example, the products could rely on the ancient four treasures, rich in historical and cultural characteristics. In daily life, it can bring practicality to tourists and be given as gifts to friends and relatives for collection.

4.1 Brand design for regional special tourist souvenir

Two brands “Lucky Shengjing” and “Impressive Shengjing” are designed. The former is mainly related to national products of ancient culture of Shengjing. The latter produces new cultural tourist souvenirs derived from the combination of Shengjing culture and modern style.

The brand of "Lucky Shengjing" series of tourist souvenirs is based on the meaning of "Shengjing Good Fortune". There are four types of commodities in "Lucky Shengjing ", which include the Tang Peking Opera performance series with Shengjing culture as the main part, the folk culture represented by the goods of the Shengjing Baqi Banner system, consisting of the royal handicraft series and folk cultural articles series with Shenyang cultural characteristics, Four Treasures series of ancient study and folk handicrafts represented by Shengjing unique series of products, consisting of intangible cultural heritage handicraft series and folk handicraft gift series.

The brand of "Impressive Shengjing" series of tourist souvenirs refers to the combination of national Shengjing elements and modern simplicity, which aims to form new unique Shengjing cultural tourist souvenirs. As is shown in the picture, the impressive Shengjing mug cup set includes eight cups. Their background color is derived from the color of the Eight Banners. The pictures on them are the corresponding Shengjing Eight Views, which are green forest on the Tianzhu Mountain, Snow on Hui Mountain, Late Ferry on Hun River, Tawan Sunset, Liutang Summer Resort, Huabo appreciating Lotus, Huangsi Bell Ring, Wanquan Fishing. The text logo of "Impressive Shengjing" is printed on the bottom of the cup. Impressive Shengjing brand mugs can be sold as individual cups, and also be combined with a product portfolio. The national minimalist style is unique and will promote the development of Shengjing cultural tourist souvenirs.

4.2 Brands promotion with the help of festival activities

At the same time, you can use the Dragon Boat Festival, Mid-Autumn Festival festivals, temple fairs and some professional exhibitions to promote it on a large scale, and then go out of a brand road. When the tourists end the entire travel itinerary, whether buying any tourist souvenirs or not, they can be given some small gifts with Shengjing culture, such as the key chain, small notebooks, small dolls, etc. It is also an effective marketing method for tourists to bring back tourist souvenirs. Additionally, China's tobacco market is so huge that cultural product enterprises could make full use of their brand effect to expand its external packaging industry. If lighters are made more exquisite, tourists can cherish them as gifts.

4.3 Innovative tourist souvenir packaging design

Packaging has become a powerful marketing tool. For this reason, the packaging design made by Shengjing Cultural Tourist Souvenir Manufacturers must attract public attention and explain product features. In other words, growing consumers are willing to pay more for the convenience, appearance, reliability and brand reputation that good packaging brings. Innovative packaging also creates value. In addition, size, shape, material, color and so on will promote consumers to form a favorable overall impression of Shengjing cultural tourist souvenirs, which can not only reduce the production cost of packaging, but also increase the awareness. The Bulaolin candy produced in Shenyang can be taken as an example. Its packaging is too old, so producers can cause new visual effects to the candy by changing the relevant patterns, materials and styles. The new Bulaolin is a deformed product derived from the original one, which is more acceptable to consumers. The Bulaolin candy with new exquisite packaging has become a new portable favorite with low price and good quality. It not only enables visitors to enjoy visually, but also understand the old and new culture of Shenyang. The fine packaging and features can visually give people a beautiful

experience. The Shengjing cultural tourist souvenir packaging uses the logo of “Lucky Shengjing” brand printed on the bag, and the bags of different sizes are designed according to the size of the souvenirs.

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