

Research on the Design of Tibetan Tourism Cultural and Creative Products from the Perspective of Visual Communication

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Abstract. The rapid development of tourism has not only brought huge economic and social benefits, but also spread Tibetan culture. The visual communication derivatives market with Tibetan characteristics has a broad development prospect. Tourism, cultural and creative products with Tibetan cultural characteristics are still lacking in the market. Under the influence of the international exposition of Tibetan tourism culture, the development of Tibetan tourism cultural and creative products is urgent, which not only promotes the development of Tibetan tourism culture, but also drives the dissemination and collection value of Tibetan characteristic cultural derivatives. In this paper, the cultural connotation and design elements of the derivative design of Tibetan tourism products are studied in combination with the visual communication theory under the premise of the international exposition of Tibetan tourism culture.

Introduction

The thorough research and analysis of Tibet visual communication and product design, to effectively promote Tibet through innovation of wen gen product design visual communication, and the quality of products, and with the help of a feature article and the original design of the product and the Tibet culture characteristics packaging design expand visual communication and product awareness, improve the visibility and reputation Tibetan culture. We will deepen the image of Tibet tourism products and develop into a high-end Tibetan tourism culture. Tibet visual communication and product design, to effectively promote Tibet through innovation of wen gen product design visual communication, and the quality of products, and with the help of a feature article and the original design of the product and the Tibet culture characteristics packaging design expand visual communication and product awareness, improve the visibility and reputation Tibetan culture.

The Development of Tourism Culture in Tibet

The special geographical environment of Tibet has brought unique natural ecological landscape and humanistic ecological landscape to the tourism industry. Driven by the theme of advanced socialist culture with Chinese characteristics, the traditional excellent Tibetan culture is facing the world with a vigorous and upward spirit. Tibetan characteristic culture promotes the development of tourism, and tourism plays a crucial role in spreading Tibetan culture, developing Tibetan tourism culture, consolidating the cultural core position, and promoting the leap-forward development of Tibetan tourism culture. The mysterious cultural atmosphere brought by the potala palace, jokhang temple, namtso, yamdrok and other representative scenic spots has made a great contribution to the spread of Tibetan tourism culture.

However, everything in the development process is not plain sailing, Tibet tourism culture is also facing the development bottleneck. Special geomorphological features require a lot of tourists' physical characteristics, and many natural ecological landscapes cannot be best viewed because of their topography. At the same time, there is the phenomenon of over-exploitation of resources, losing its charm. As for the inherent obstacles to the development of tourism culture, the development of tourism culture in Tibet should pay more attention to the dissemination and development of human ecology, highlight the cultural deposits and enhance the taste of tourism culture.

Existing Problems of Tibetan Visual Communication Cultural and Creative Products

At present, there are a series of problems with visual communication and cultural innovation products in Tibet. Under the prosperity of Tibetan cultural tourism, visual communication and cultural innovation products are not developed with the same quality, which results in the achievement of the purpose of cultural tourism and the failure of the extended publicity effect of cultural connotation. The problems found in the research can be summarized into the following three points.

First, Tibetan cultural features are not obvious and lack of recognition. There are 56 ethnic groups in our country, each of which has its own characteristics. The distinctive ethnic characteristics of Tibet are not reflected in the existing visual communication cultural and creative products, and even some products with Tibetan characteristics unfamiliar to tourists from other places are not properly developed and are slowly declining in the tide of economic development.

Second, the current products are generally lacking in spirituality, Culture is the soul of Tibet. Existing products lack innovative consciousness in design, businessmen blindly pursue quick success and instant profit, and the simple product packaging design and low grade products fail to inspire people's desire to buy.

Third, there is a lack of brand concept, and no Tibetan brand communication concept has been formed. Cultural and creative products can play a role in shaping local brand image for tourist destinations. In order to achieve brand effect, visual communication of cultural and creative products should first form a unified and harmonious design concept, form a design standard, and promote the brand of Tibet.

Convergence of Visual Communication Theory and Cultural and Creative Product Design

First is cultural integration. Culture is the core of Tibet's tourism development [1]. Visual communication cultural and creative products share the same concept and pace with the expo at the cultural level.

Second is creative fit. The development of high-end tourism culture in Tibet should not rest on its own, but should continue to go deep on the road of innovation. The promotion of innovation consciousness in the Tibet expo makes the traditional Tibetan culture get new communication, while the creative product packaging of visual communication cultural and creative products makes the cultural spirit in line with The Times and increases the channels of collection.

Visual Communication below the Creation of Product Design Research

Visual Communication below to Create Product Design

Visual Communication Connotation. The so-called visual communication, as its name implies, is a way of communication through visual language. It is a way for the public to communicate through watching and observing. The main purpose of visual communication is to achieve effective dissemination of information, and language and writing are different among the masses of different nationalities, RACES and nationalities. Only through visual observation can emotions and communication be expressed and communication barriers brought by language and writing be eliminated.

Visual communication can be divided into two aspects: symbol and communication. Symbol is the most direct and vivid expression of visual observation. It has the basic functions of expression and understanding, communication and thinking. With the diversification and modernization of art development, the public has a higher pursuit of aesthetic perspective and vision. Visual symbols are widely used in product identification, film and television works, architectural design, safe production, home life and other aspects, bringing visual impact to the public directly and realistically.

To communicate is to convey and to reach. In order to achieve the effective dissemination of information, we should pay attention to the study of the five basic elements of communication theory, and achieve the dissemination of information between individuals and all living creatures.

Conceptual Analysis of Cultural and Creative Product Design. Cultural and creative products, as a commodity and a financial instrument at the very beginning, circulate under the role of market economy, and are typically represented by futures. What is mentioned here refers to artistic cultural and creative products, which are elaborately designed by professional designers to achieve a unified use value and value. Common products include animation design and cultural and creative products, daily necessities and cultural and creative products.

Relevant Theories

Innovation Theory. The innovation theory was first put forward by economists, who defined it as changing the original factors of production through innovation in the economic field to achieve a new economic balance and promote a new round of economic development.

In such a competitive environment of visual communication cultural and creative products, innovation is the only way. The driving force of innovation should be to attract the attention of the public and enhance the exposure of the market. Good innovative products can further reflect the connotation of products and show the high quality and high grade of products. This requires that the innovation of visual communication and cultural innovation products should not be limited to the internal structure, but should be expanded to a broader field. For Tibetan visual communication and cultural innovation products, the combination with their cultural background and cultural tourism is the best combination.

Cultural Creativity Theory. As early as in the UK, the term "cultural creativity" has been applied in the field of creative industries. Combined with intellectual property rights, products are protected by intellectual property rights, which is an emerging industry that creates job opportunities and develops economy.

Cultural creativity is accumulated in the process of product development and design, relying on cultural diversity and complexity, inculturing cultural thinking, and integrating cultural ideas with tourism to form a unique cultural and creative tourism industry. Among them, cultural and creative products, relying on industrial basis, have become a powerful carrier to spread cultural connotation and develop tourism economy.

Visual Communication of Tibetan Visual Communication

Tibet Visual Communication Product Design Elements

Tibetan Symbols. The symbol language of the national region is the most obvious way of spreading the culture, and the symbol language in the Tibetan region has a long history, and the symbol runs through the tang ka art, building, clothing and other aspects of Tibet. Through the analysis, reconstruction and modification of Tibetan symbols in the design, a new form of expression with Tibetan characteristics is obtained, which adds practical beauty and fresh artistic atmosphere without losing the cultural connotation of the Tibetan people.

Tibetan Colors. The colors in Tibet are multifarious and rich. In order to design a visual communication and cultural creation product in line with Tibetan characteristics, it is necessary to fully explain the colors of Tibet and make people never forget them. Culture is both national and international. In order to let Tibetan culture go abroad and go to the world, it is necessary to add new fashion elements while maintaining Tibetan color characteristics.

Design Principles of Tibetan Visual Communication Cultural and Creative Products

Unique Tibetan Cultural Characteristics. With the development of economy, the products that can highlight Tibetan culture in the market are single in form and lack distinct features, which make Tibetan cultural and creative products lose their discrimination. Tibetan region culture has a long history, rich intangible cultural resources, closely rely on Tibetan culture deep connotation, blend in

Tibetan culture in the article and the product design, through the use of Tibetan symbol, pattern and color, make the product characteristics, is a Tibetan style, and other cultural products form difference, people learn in cross-regional tourism to other national culture, edify sentiment.

Highlight the Practical Principle. Only when commodities are practical can they attract people's purchasing desire to the greatest extent. Therefore, cultural and creative products themselves have value and use value. When consumers choose to buy goods, they will consider its functions and choose what they like according to the packaging design of the products. Tibetan visual communication cultural and creative products are designed and developed with distinctive cultural content, which combines practicality with aesthetics skillfully and meets the double standards of consumers.

Pay Attention to Modern Fashion Sense. The Times are the progress of development, while inheriting the traditional and excellent culture of Tibet, the Tibetan language is transmitted to the world, and the foreign cultural essence of the foreign culture is constantly improving the self. Tibet visual communication, and product balance the relationship between traditional culture and modern fashion, is fundamental key with traditional Tibetan culture, reasonable add fashion colour, such as chanel in Paris fashion week suit color inspiration, break the traditional red with green colour is not the idea of harmony, bold use red with green building symbols unique Tibetan characteristics.

Build Brand Awareness. Tibet's visual communication cultural and creative products combine cultural creativity and technological things, and are committed to improving the rate of consumers' purchase of tourism. Through systematic cultural and creative product design, Tibet's high-end and high-taste cultural tourism industry is built. Cultural and creative products are an important carrier of people's memories of tourist destinations after traveling. The popularity of Tibetan cultural tourism brands is gradually expanded through the channels of cultural and creative products.

Influence of Tibetan Visual Communication Cultural and Creative Product Design

Carry Forward the Main Melody of Tibetan Culture and Create Brand Effect. As a cultural protection area with Chinese characteristics, Tibet's cultural status in social development is evident. Tibetan culture is embodied in all aspects of people's life, Tibet visual communication wen gen products based on the connotation of Tibetan culture deep inside information, the design combined with the depth of the culture, and culture and life closely, with amorous feelings of the Tibetan culture creative products to carry forward the cultural charm, with unique cultural character to attract the public love of Tibetan culture [2]. Cultural and creative products have a standardized design style, and then through the Tibet expo and other communication channels to create an impression of Tibet, Tibet brand influence.

Improve the Tourist Attraction of Tibet and Develop Boutique Tourism. With the help of Tibet's top tourism and cultural resources, the exquisite packaging design and practical and beautiful cultural and creative products have become the most valuable additional products for Tibet tourism, so that mass consumers can enjoy the extended experience of tourism culture while appreciating the natural and ecological scenery. Taking Tibetan culture as the keynote, the design of visual cultural and creative products cleverly integrates the design concept with the goal of developing high-quality tourism, and changes the single development mode to promote the development of high-end tourism with Tibetan characteristics and give play to the core position of tourism in the social economy.

Strengthen Communication among Different Ethnic Groups and Promote Social Harmony. In our national culture, the Tibetan culture has a unique mystery, and the Tibetan expo has the strong and special expectations of spreading the excellent traditional culture of Tibet, and has become a powerful platform for the fusion of national cultural exchanges. Tibetan visual communication cultural and creative product design contains the essence of excellent traditional Tibetan culture, among which Tibetan symbol language, pattern and color collocation show unique characteristics in the communication with all ethnic groups, and become a bridge and bond of communication between

all ethnic groups, improve the overall image of Tibet, promote social harmony and ethnic unity and progress.

Expand Tibet's External Influence and Enhance its International Image. The development of Tibet's cultural tourism economy is in line with the trend of The Times[3]. Driven by the Tibet expo, the international popularity of Tibet has been greatly enhanced, which has played a driving role in building Tibet into an international tourist destination. It is under the national "One Belt And One Road" major strategy and with the help of the development opportunity of the Tibet expo, that Tibetan visual communication cultural and creative products are conveyed to the international field with original design concepts and products, so as to let more people know about Tibetan elements and understand Tibetan culture, thus enhancing the influence of Tibet in the world.

Conclusion

Through the research of this topic, it is not difficult to find that there are more or less problems in the development of tourism and cultural industry in Tibet[4], the advantages of tourism resources are not reflected, and the communication mechanism of Tibetan cultural connotation is also inadequate. In the face of opportunities and challenges, the design of visual communication cultural and creative products in Tibet shoulders the expectation of inheriting traditional culture and breaking conventions. The design of a set of visual communication cultural and creative products finally formed by the project can break through the existing tourist souvenirs in Tibet, from the high-end positioning at the beginning, to improve the original shortcomings, to create high-quality cultural tourism craft production, and finally to form a top Tibetan brand.

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