

# Research on the Development of Tourist Souvenirs in Xi'an Under the Mode of Integration of Culture and Tourism\*

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**Abstract**—With the continuous development of China's tourism industry, tourist souvenirs are more and more valued by tourists and occupy a certain proportion in tourism revenue. Based on the analysis of the problems existing in the development of tourist souvenirs in Xi'an, based on the history and culture of Xi'an, this paper proposes the development of Xi'an tourism souvenirs under the concept of integration of culture and tourism, thus promoting the development of tourist souvenirs and cultural and creative products in Xi'an and enriching the connotation of Xi'an cultural tourism.

**Keywords**—Xi'an; integration of culture and tourism; tourist souvenirs

## I. INTRODUCTION

Tourist souvenirs are hailed as the "lively endorsement business card" in the city, carrying tourists' memories of the destination and the travel process. In the critical period of China's current tourism industry and cultural industry's comprehensive transformation and upgrading, and comprehensive quality improvement, tourism souvenirs, as an important component and direct carrier of local folk culture, have attracted the attention and love of tourists under the influence and nourishment of local culture, which have great market potential. In recent years, the sales of cultural innovation products of the Palace Museum, such as the mobile phone shell, ornaments, bookmarks and notebooks with the theme of the Forbidden City, have reached 1.5 billion yuan, which is close to twice the income of the tickets of the Forbidden City. Xi'an is the ancient capital of the 13th Dynasty and the starting point of the Silk Road. With its profound historical and cultural heritage and rich tourism resources, Xi'an tourism has developed rapidly in recent years. According to statistics, during the Spring Festival of 2019, Xi'an received a total of 16.529 million tourists, achieving a tourism income of 14.478 billion yuan, a record high. Xi'an city's "Xi attraction" and its influence have been continuously enhanced. However, in the context of the integration of culture and tourism, due to the lack of

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innovation and features, poor quality and packaging design, and lack of cultural connotation, the development of Xi'an tourism souvenirs and cultural creative products market is slow. It is particularly urgent to solve the problems of how to rely on the history and culture of Xi'an, how to use modern design concepts, and how to combine with the development of tourism to develop and design tourist souvenirs with Xi'an characteristics.

## II. DILEMMA OF TOURISM SOUVENIR DEVELOPMENT IN XI'AN

### A. Tourist Souvenir Income Accounts for a Lower Proportion of Total Tourism Income

According to the data released by the Xi'an Cultural and Tourism Bureau in 2019: taking the 2019 Spring Festival holiday as an example, the number of tourists and tourism income in Xi'an reached the highest level in history, with a total of 16.529 million passengers and a tourism income of 14.478 billion yuan. Although in recent years, Xi'an has attracted a large number of tourists from China and other countries and regions with the theme of "Xi'an Year, the most China", which has promoted the economic development of Xi'an. And its popularity has been greatly improved. In developed countries, tourism shopping account for 40%-60% of the tourism economy, while in China it is less than 20%. At present, due to the lagging development of tourist souvenirs in Xi'an, the overall development of Xi'an tourism has been affected to some extent.

### B. Product Types Are Monotonous and Lack Innovation

Xi'an tourism souvenirs are simple in craftsmanship, monotonous in variety and rough in workmanship. Even in some tourist souvenir shops and tourist attractions, postcards, jade products, cultural relics and terracotta warriors and horses decorations with "Xi'an" features are often seen in the types of more than ten years ago or even decades ago. In addition, there are hand-painted maps and postcards of the city's main buildings. These are similar to other tourist cities and do not reflect the regional cultural characteristics of Xi'an. At the same time, cultural and creative products have

not formed a corresponding system, lacking innovation and a complete industrial chain.

### C. Intellectual Property Rights and Patent Protection Is Lacking and the Innovation Continues Weakening

Tourist souvenir designers spend a lot of energy to develop products. Due to lack of intellectual property rights and patent protection, they are easily to be copied and imitated. Inferior souvenirs of different materials and quality are quickly produced and occupy the market at a lower price. The innovation enthusiasm of tourism souvenir operators will be hard hit, thereby reducing or even abandoning innovation in the design of tourist souvenirs. Experts from the Cultural Tourism Research Center of the Provincial Academy of Social Sciences said that some places can make good creative tourist souvenirs (see "Fig. 1" and "Fig. 2"), but these products are facing infringement problems. Once they have a market, they are quickly imitated, and the better the product is sold, the easier it is to be imitated. As a result, the cost of the early product development may not be recovered, which is equivalent to labor for others, so everyone is not willing to innovate now.



Fig. 1. Key chains.



Fig. 2. Refrigerator stickers.

### D. Tourist Souvenirs Are Too Commercial and the Price of the Products Is Unreasonable

As the concept of producers becomes more and more commercialized, more consideration is made in how to reduce costs and increase profits, thus neglecting the artistic beauty and cultural connotation of souvenirs. Tourist souvenir practitioners take the opportunity to raise prices in order to earn more profits. According to the survey, one-third of the tourists said that the price of tourist souvenirs in Xi'an was unacceptably high. In addition, as a tourist city, the

grades and prices of Xi'an tourist souvenirs vary greatly. High-end tourist souvenirs are highly positioned and expensive, and the quality of low-end tourist souvenirs is difficult to guarantee. Therefore, the demand for most tourists to buy souvenirs in Xi'an is difficult to meet, and the market space is very large.

### E. Design, Development, Production and Sales Are Out of Touch

On the one hand, tourism souvenirs design and production companies do not understand the real needs of tourists, and develop and produce tourist souvenirs similar to existing products. On the other hand, some tourist souvenirs with local characteristics with strong innovation and sense of the times are difficult to enter the sight of tourists due to various reasons, resulting in asymmetry in production and sales information. According to the visit and field research, most of the tourist souvenirs and cultural and creative products are not produced in Xi'an or Shaanxi province, most of which are produced in Jiangsu and Zhejiang provinces. The design, production and sales of local tourist souvenirs in Xi'an have not formed a complete industrial scale, and there is disconnect between products in design, development, production and sales.

## III. SUGGESTIONS ON THE DEVELOPMENT OF TOURIST SOUVENIRS IN XI'AN UNDER THE MODE OF INTEGRATION OF CULTURE AND TOURISM

### A. Strengthening Innovation and In-depth Exploration of Regional Culture

Only there is innovation there will be development. For souvenirs, innovation can be made in terms of design, carrier, function, use, packaging, etc. In terms of design, Xi'an ancient capital culture, folk culture, history and culture and other rich cultural resources and characteristics can be integrated into the design of tourist souvenirs, while also considering the popular elements of modern social and cultural development, to achieve the combination of history and modern. In terms of carrier, function and use, it is necessary to broaden the thinking, break the traditional types of tourist souvenirs, incorporate stationery, small household appliances, fitness equipment, daily necessities and other items into the carrier of tourist souvenirs, and develop Xi'an folk culture and creative products that are closely related to life, such as the U disk, mouse, travel storage bag, mobile phone case, bedside lamp, canvas bag, portable fan, etc., with the theme of historical sites and characters. Another example is the cartoonization and artisticization of terracotta warriors and horses, giving new era connotations, and making them into car-mounted ornaments and driving recorders. In the selection of tourist souvenir packaging, it is necessary to embody the artistic value and practicality, and highlight the aesthetic value of tourist souvenirs combining product serialization with the sole package or in combination, such as taking the theme of Zhou, Qin, Han and Tang to develop tourist souvenirs that match the craftsmanship and packaging style of each era.

### *B. Taking the Market as the Guiding and Meeting the Needs of Tourists*

Tourist souvenirs are mainly sold to tourists, so before the souvenir producers design and produce, they need to investigate the needs and consumption motives of tourists. According to the survey data, the most important thing at present is to strengthen the implantation of culture with regional characteristics. Tourists need tourist souvenirs that are distinct from other regions with Xi'an regional cultural characteristics, such as productions like stickers, tapes, handbooks of Xi'an's architectural styles and Xi'an historical and cultural cartoons can be developed to meet the needs of hand-held enthusiasts. In addition, most tourists believe that the quality of tourist souvenirs in Xi'an should be improved and the price of some souvenirs should be reduced.

### *C. Improving Relevant Policies and Protecting Intellectual Property Rights*

Governments at all levels and tourism administrative departments must formulate relevant policies to effectively protect the intellectual property rights of original designers and crack down on pirated and counterfeit goods. It will be necessary to encourage art masters and famous craftsmen to teach exquisite craftsmanship to future generations, innovate and develop on the basis of inheriting traditional skills, and produce and design iconic tourist souvenirs that can represent Xi'an tourism culture. At the same time, the resources of universities and tourism research institutes will be taken fully use to cultivate high-quality tourist souvenirs, and provide intellectual support for the innovation of Xi'an tourism souvenirs.

### *D. Realizing the Serialization of Featured Products*

According to the production level and material formation grade series, similar content can be formed into the tourist souvenirs of content-serialization and carrier-serialization. The same content theme can be expressed in various forms, such as: calligraphy, painting, seal, etc., forming a series of souvenirs. It will be of great impact to deeply explore the rich historical and cultural resources. Based on the development of tourism culture souvenirs and cultural and creative products, the cartoon anime images of "Zhou Zhili", "Qin Weiwu", "Han Yingjun" and "Tang Meimei" of Shaanxi History Museum can be derived for the animation industry and become a business card for Xi'an tourism and Xi'an culture.

### *E. Increasing Publicity and Enhancing Product Influence*

Brands and trademarks are important items that cannot be ignored. Xi'an can learn the excellent cultural and creative marketing methods of the Forbidden City. In addition to online promotion, it can also use various influential fairs, trade fairs, commerce and trade fairs, events and other opportunities to broadcast and promote souvenirs with local characteristics and history and culture in Xi'an to let more people know about Xi'an through tourist souvenirs and get to know Xi'an. It is also possible to hold regular souvenir design fairs and creative solicitation activities to attract more people to pay attention to Xi'an tourist souvenirs and cultural

and creative products. This will cause the media and Chinese and foreign tourists to pay attention to Xi'an and expand the popularity and influence of Xi'an tourist souvenirs.

## IV. CONCLUSION

Tourist souvenirs are important components and direct carriers of local folk culture. Under the influence and nourishment of culture, tourist souvenirs have far-reaching communication significance. As the core area of "the Belt and Road" and the national central city, Xi'an has ushered in a good opportunity for tourism development. Against the background of the integration of tourism industry and cultural industry, it will be a must to recognize the problems existing in the development of tourist souvenirs, design and develop innovative, local and practical tourist souvenirs integrating Xi'an history, culture and tourism to attract tourists to stimulate tourism and shopping consumption, increase the added value of tourism, and expand the influence and popularity of Xi'an, thus promoting the growth of tourism economy in Xi'an.

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