

Research on the Development of Creative Tourist Industry in Yantai

Taking the Development Of Creative Tourist Craft Design Industry as an Example

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Abstract—With rapid development of modern tourist industry, it is very important to achieve the good development of the tourist market. The rise of cultural and creative industries has provided a new impetus to the development of tourism. The cultural and creative tourism development is the inevitable product of economic and cultural promotion. As the extension of tourism, the tourist craft industry is an effective way to achieve the increase of economic benefits. It can improve the design and development of creative tourist crafts, promote the development of creative tourist craft design industry, and accelerate the overall progress of Yantai tourist craft design industry. Take the development of creative tourist craft design industry as a specific research object, the paper has researched the development status quo of creative tourist craft design industry in Yantai, and analyzed the necessity and feasibility of the design and development of creative tourist craft design in Yantai. It is suggested to define the industrial construction ideas, goals and strategies of creative tourist craft design industry in Yantai based on actual situation and the long-term development, and ultimately realize the cluster development of cultural and creative tourist industry in Yantai.

Keywords—Yantai; creative industry; tourist crafts; design and development

I. ABOUT CREATIVE TOURIST INDUSTRY

A. The Creative Tourist Industry

The term of "creative industries", borrowed from other country, usually refer to a range of economic activities with originality as main increase approach of added value. It can be traced back to Creative Industries Mapping Documents issued by the UK Department for Culture Media and Sport in November 1998. The report formally proposed and defined the concept of "creative industry" and specific industrial sectors. The document clearly put forward that "the creative industries refer to enterprises gaining development force from the individual creativity, skills and talents, and activities that can create potential wealth and employment activities by developing intellectual property". It can include the originality and variability of knowledge into culture, make it combine with economy, and play the function of the industry.

The document issued by Creative Industry Task Force (CITF) of the United Kingdom defined that "the creative

industries refer to the activities originating from individual creativity, skills and talents that can create wealth and employment opportunities by the generation and application of intellectual property". The document has include 13 industrial fields into creative industry, including advertising, architecture, art and antiques market, crafts, design, fashion design, movies, interactive leisure software, music, television and broadcasting, performing arts, publishing and software.

The creative tourist industry refers to the industrial forms that combine local natural resources, history and culture, arts and crafts, and other links in the tourist chain, effectively organize and excavate them through creative design activities, and thus transform tourist culture into material embodiment to gain economic benefits, such as creative design of scenic area, tourist service and tourist crafts. Among them, the creative design of tourist crafts, as an important part in the tourist industrial chain, is an essential carrier of local characteristics. The development level of creative tourist crafts design industry can directly reflect the maturity of the tourist industry.

B. The Development Status of China's Creative Tourist Industry

In 2006, along with China's important strategic opportunities in the first twenty years of twenty-first Century, building an innovative country has become a major strategic issue related to the overall socialist modernization. The creative industries are documented in Culture Development and Planning Outline of National Eleven's Five-year Plan. Many cities have made exploration on the theory and practice of creative industries and creative industrial cluster district actively. But after research the author found that the concept of creative industrial cluster district in China is completely different with that of developed countries. Their concepts are relative mature. Our urbanization level and urban economic form are completely different with those of developed countries and regions. From a certain extent, our originality of creative industrial cluster district is just nominal.

According to the relevant information, the state has a four-trillion economic stimulus plan and the planned investment for creative tourist industry is 100 billion yuan. These funds mainly are used in construction of infrastructure

in key tourist attractions and the creative design and development of transformed scenic spots. But the design and development of tourist crafts are failed to get enough attention and the corresponding policy support.

Overall, our governments have attached importance to the development and construction of the creative tourist industry, and have given policy and funding support, but there are missing links in the overall planning and construction of creative tourist industrial chain. So, it develops slowly and it lacks features.

II. THE NECESSITY FOR THE DEVELOPMENT OF THE CREATIVE TOURIST CRAFT DESIGN INDUSTRY IN YANTAI

A. *The Development Status of Tourist Craft Design Industry in Yantai*

There exist some problems in the development of tourist craft design industry. Most crafts are lack of unique creative design and local characteristics. Crafts are nearly the same in different cities with similar tourist themes. Homogenized products are everywhere, but they are lack of unique commemorative significance, such as common pearl products, shell products, etc. They are not new or attractive.

The craft technologies develop slowly, and there are shoddy production and excessive manufacturing. Materials for crafts develop insufficiently in depth, resulting in less derivative design products, lack of extra price and vitality. Now it has been unable to meet the higher level of consumer demand.

Generally speaking, the tourist craft industrial sectors in Yantai have not formed the gathering strength, and the enterprise scale is small. They lack the brand construction consciousness and competitiveness, unified technical innovation mechanism, and the introduction of new technologies is slow. In the aspect of government policy, it fails to build a good policy platform. It also is insufficient in financial support, imperfect in personnel training mechanism, and lacks senior management personnel and professional personnel.

B. *The Necessity for the Development of Creative Tourist Craft Design Industry in Yantai*

Tourist activities involve in food, housing, travel, shopping, entertainment and other aspects. Shopping is an important part of the process. Tourist crafts, as major tourist commodities, affect the overall quality of tourism products, because it shall meet the needs of tourists. Many tourists have great interest on alien and allopatric crafts and arts and native products. They regard shopping as their tangible tourist souvenir and the marker of having a good time in travel. The rapid development of tourism industry has effectively activated the tourist crafts market and the diversification of the tourist shopping needs. It has showed a huge demand space, so all countries generally pay attention to the development of tourist craft industry.

But our traditional tourist crafts are aging; the varieties are single; new product designs are not clear and lack of

originality, so that the creative tourist craft design industry is sagged. In order to make up these deficiencies, the development and revitalization of creative tourist arts and crafts design industry is extremely urgent. The necessity of its development is mainly reflected in the following aspects:

First, it is the necessity to promote reputation. The development of creative tourist craft industry is beneficial to the prediction of the future development trend and characteristics of domestic and foreign tourist crafts, to effectively developing the tourist craft market, promoting the overall planning and development of tourist crafts, improving the quality of cultural tourism products, and creating the tourist brand. It can play the role of advertising and expand the popularity of tourism attractions. Second, it is the necessity to increase economic benefits. With the increase of tourists' consumption level, the consumption on tourist crafts is increasing in consumption structure, as the demands are increasing. The development of creative tourist craft design industry will create more employment opportunities for the city, which is helpful to the economic benefit of tourism. And it is expected to develop into a new economic growth point. Third, it is the need of international cultural exchange. The development of creative tourist craft industry can improve the craft creation and design level. As a consequence, we can produce artistic, local and commemorative tourist crafts. Featured tourist crafts generally are the combination of cultural arts, technological skills and material resources of a country or a region. It is beneficial to the revival of local culture and art, to promoting and spreading the culture and art of a country or a region, and strengthening international cultural exchanges.

III. THE FEASIBILITY ANALYSIS ON THE DEVELOPMENT OF CREATIVE TOURIST CRAFT DESIGN INDUSTRY IN YANTAI

A. *Abundant Natural and Humanistic Resources*

Yantai has abundant resources to develop the tourist craft design industry. In the aspect of natural resources, Yantai is located at Shandong Peninsula, with wide mountainous area, long coastline, national forest park and national nature reserve for migratory birds. Near sea and hills, it has beautiful scenery. In the aspect of historical culture, Yantai has a long history, with a lot of attractions and myths and legends, historical celebrities, and dozens of national non-material cultural heritages, port culture, marine culture and Taoist culture. The advantaged geographical conditions and unique characteristics have provided a foundation for the development of creative tourist craft industry.

B. *Talents and Technical Resources*

For talent resources, there are 9 universities, 7 vocational colleges and 50 secondary vocational schools in Yantai. With the school-enterprise cooperation mode, we can train professional talent and provide a strong guarantee for the development of creative industry. In the aspect of technical resources, Yantai has associated domestic universities with foreign enterprises through constructing the information industrial base. In Yantai, the technical information highland of Yantai Science and Technology Park has been established

by Yantai University, Tsinghua University and Peking University jointly, which greatly enhance the local technical support and provide technical support for the development of creative industry.

In addition, Yantai can use its own geographical advantages to attract a large number of foreign investments from Japan and South Korea, and accelerate the pace of human and technological upgrading through the interaction of technologies and human resources.

C. *The Support of Government Policies*

The governments can carry out policies to support the development of tourism. In November 1992, the State Council has approved Several Problems Report on Accelerating the Development of the Tourist Products Production and Sales of the National Tourism Administration. Since then, the production and development of tourist craft have entered into a new stage. In 2009, the State Council's Views on Accelerating the Development of the Tourist Industry clearly put forward to "vigorously promote tourism and culture, sports, agriculture, industry, commerce, water conservancy, geology, oceanography, environmental protection, meteorology and other related industries and the integration development of industries". These are the national support policies for the development of the tourism industry. Yantai is also actively exploring the new path of the tourist industry, and promoting the innovation and development of the tourist industry in Yantai city.

IV. THE DEVELOPMENT STRATEGIES FOR THE CREATIVE TOURIST CRAFT INDUSTRY

Design and development are the lifeblood of the development of the creative tourist craft industry. It is necessary to carry out in-depth design and development to achieve the development of the creative tourist craft industry. Only by relying on the local favorable conditions and design innovation, can we produce favorable tourist crafts, form market effect, improve economic efficiency, increase the social participation of creative tourist crafts industry and make a contribution to the gradual construction of creative tourist industrial cluster. All in all, the creative design is the lifeblood of the development of the creative tourist industry. With no creative design, there is no concept of creative industry.

A. *Making Innovative Design Based on Market Orientation*

First, emphasize the local characteristics of design. During the protection and inheritance of traditional crafts and artworks, we shall strengthen the innovation of traditional crafts, such as the non-material cultural heritage of Yantai paper-cut. Although paper-cut is a common craft method, it can reflect themes through the selection of typical characteristics, such as, local marine culture, scenic spots, myths and legends (The Eight Immortals) and other regional culture. We can learn the treatment of line and face in traditional paper-cut design and delicate expression, and then make creative performance. We can pass on the

characteristic design of the regional culture with expression content.

Second, speed up the development of tourism and crafts in depth, combine tradition and innovation, and achieve the diversification and subdivision of varieties. Take in-depth development of paper-cut crafts as an example. Based on the inheritance of excellent handicraft tradition, we can develop derivative products aiming at the damageable disadvantage of paper-cut, select different technological means and materials and create propagable products. For example, it is common to see plastic stick-on paper-cut products today. It uses plastics and electronic printing technology to express the effect of traditional paper-cut, which has reduced cost, made up the damageable disadvantage and adapted to the shopping demand of common tourists. In addition, we can develop and design high-end paper-cut crafts for the high-level demand of tourists, and use traditional red lacquer technology to transform production. We can use Chinese lacquer as expressive material to depict paper-cut pattern and create new craft varieties and meet the high-level needs of tourists.

Third, make design at the purpose of the added value of tourist crafts. Designers should pay attention to developing the added value of tourist crafts. Customers often are first attracted by package and then products, so the add value are very important. We can produce various tourist crafts and make market segment to meet the needs of customers of different ages, jobs, hobbies, and etc. We can make unique design to meet the special needs of a particular type of tourists in material design, process design and packaging design, etc.

B. *Attracting Talents and Making Innovation on Materials and Technologies*

The creativity, skills and abilities of talents could inject vitality into the creative tourist craft design industry. The primary task is to build an information exchange platform and a policy platform to speed up the development of creative tourist craft design industry. We should also attract a number of talents full of innovative spirit, creative ideas, professional knowledge through improving wages and treatment and other methods.

The design and development of tourist products must rely on the progress of science and technology. Technology is the condition for the innovation of tourist crafts, so we should introduce foreign advanced production lines and improve the technological content of tourist crafts. Only by using the advanced technologies, the design is likely to enter the real mature stage. In Britain glass technology develops rapidly. They use advanced melt-cutting, grinding and bonding technology to produce glass composition of different texture, different colors and different forms. Its brilliant achievements benefit from a complete set of scientific, exquisite technology and testing means.

C. Establishing the Brands of Local Tourist and Cultural Products and Winning the Competitive Advantage of Market

Brand is an added value. Modern tourist crafts lay great importance to the enterprise brand building, brand design and shaping, brand image building and reputation, for they are business cards of local tourism, conducive to the rapid development of creative tourist craft industry. At the same time, in the process of the design of tourist products, we shall pay attention to deepen the cultural connotation of product management and strengthen cultural competition.

D. Achieving the Government Policy Support and the Overall Planning and Development

The governments of Yantai should strengthen the protection of intellectual property and the management work of creative industrial markets to maintain a healthy development. The governments should provide the necessary financing platform, solve the problem of financing, eliminate the worries in the development, expand the publicity, let more people understand and pay attention to the development of creative industry and creative products. In additions, the governments should open markets, give overall direction, use its information advantages and determine specific development and coordinate plan, and thus guide the creative tourist industry to standard development way step by step.

V. CONCLUSION

The development of the creative tourist crafts industry is based on product innovation, talent introduction and training and policy support. We shall make timely response and planning according to new features, new demands, new supply and new markets in the world tourism's development, and achieve a bright future with idea innovation, technical innovation and talent cultivation.

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