

The Domestic of Picking Tourism Situation Analysis and Design Methods

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Abstract

With the progress of the times, people began to pursue spiritual life. Tourism had become China's attention, and industry, with the development of the times, to find city art and souvenirs. People should pay attention to the topic of picking tourism. Based on the tourist souvenirs Anshan as the research object, analyses the existing problems of the fruit picking and the tourist souvenirs to solve the existing problems, and put forward the solutions, in hopes of Anshan's picking tourism souvenir design could be used for reference.

Keywords

Anshan; Picking Tourism; Analysis of Current Situation; Design Methods.

1. Introduction

Along with our country economy development and people spiritual life gradual enhancement, the people were not satisfying in these, it were confined at home narrow and small life space enjoyment, the traveling allows nature to take its course becomes the people to alleviate the working pressure now, the return nature,enhances the spiritual life, the see life another expense luminescent spot. But fruits was the people in traveling period must purchase commodity. Local speciality show the urban vivid characteristic, disseminates the civic culture, attracts a regional tourist's important carrier. It was a traveling profession development release lever and the center of resistance, for urban traveling development huge impetus and promoter action. Although the field quite took the tourist souvenirs the sale, but the home was still insufficient to its attention, tourist souvenirs' design also pauses in the quite primary stage. This article unified the question which Anshan's region characteristic analysis Nanguo Pear exist and proposes the solution method.

2. Picking Tourism Outline and Characteristic

The picking tourism said from the wording meaning, An activity which namely to come the human who sight seeing trip designs. It was not only one kind of activity, but also the souvenir and delicious food, was mainly and the picking tourism closed relation one of the fruits. Its type unusual many, the form and the function also vary. For example, Nanguo pear in Anshan, Hami melon in Xinjiang, apple in Yantai, strawberry in Dandong, and so on. These commodities had satisfied the different tourist's psychological level.

The different commodity had respective characteristic, took the tourist souvenirs its chief feature, it had the collection and the commemoration value characteristic, it had the material to be rich, beautifully packaged characteristic. So was fruit picking. It had the unique taste and nutritional function characteristic; It had external and the intrinsic esthetic characteristic; It had the unique cultural characteristic and so on, These characteristics finally gave everybody beautiful feeling and appreciative language through the picking tourism and fruit tasting.

3. Anshan Picking Tourism Present Situation Analysis

Our country picking tourism had experienced the process which grew out of nothing, now the picking tourism was having more and more important status for the drawing tourism development aspect. Anshan by its Nanguo pear, glorious history, the rich natural resource and the humanities resources well-known both in China and abroad, became one of Chinese outstanding tourist cities, and was known as "Cradle of steel and hometown of Pear Garden", the fine reputation. These unique superiority applied the picking tourism during the design to have the rich cultural connotation and the unique propaganda language. But, according to the Anshan present tourist souvenirs' investigation and the research discovery, the picking tourism and the design level could not satisfy tourist's consumer demand and the expense desire by far, some picking tourism's design level and the market demand still have the very big disparity, must therefore promote Anshan's tourist city image, impels the tourist city to develop fast, its development designs imperative.

The picking tourism exist concrete question: At present, the Anshan picking tourism mainly had the following several problems.

3.1. The picking tourism form was unitary, level chaotic

Anshan's tourist souvenirs by picking pears, fruit product primarily, the product form were mainly unitary, packing design simple rough, the level was irregular, causes the picking tourism product to be not very excellent in quality and reasonable in price, facile solid, the genuine goods at reasonable prices did not have the safeguard, many tourists were as far as possible little to buy or simply do not buy.

3.2. The homogenization phenomenon was quite serious

The picking tourism was the tourist city label, along with the traveling industry's fast development, each region was struggling the development tourism. The picking tourism was also blots out the sky sweeps across urban each corner, the thing which bought in this tourist city in another city, even ten several, the city might see people bought the product and the shadow. Product publicity deficient individuality and characteristic, it did not reflect the characteristics of Nanguo pear. The special souvenirs of pear garden town localization is fuzzy, lacks the cultural characteristic Anshan in develops and uses local in the cultural characteristic not to realize that fully to the humanities resources' importance, the excessive conservativeness, lacked with the outside exchange and the communication.

3.3. The traditional culture was the region culture bottom color

The traditional culture was also the region culture characteristic centralism manifests, regarding the rich civic culture connotation, strengthens the civic culture inside story to have the unrepeatability function. The special souvenirs of pear garden town localization was fuzzy, lacked the cultural characteristic.

Anshan pursuing the respective characteristic culture in the management city, in the excavation, the protection, in the use characteristic culture demonstrates urban own unique charm. Had not been able very good to manifest the civic culture openness and the tolerance; was too fuzzy in the picking tourism localization and chaotic, lacked the host to hit the picking tourism, formed system's industrial chain with difficulty. The current tourism product market approval was low, could not in a greater degree attract tourist's eyeball.

3.4. Seasonal reasons limited the development of picking tourism

If the traditional tourism product wanted to obtain people's favor, must with the trend of the times. Modern people's traveling expense idea moved toward the leisure by the original sightseeing traveling to take vacation gradually, people in traveling time what were more was

enjoys in the body and mind which and spiritual joyfulness the environment could give them to bring. Seasonal reasons limited the development of picking tourism., lacked realizes in advance. Develop the new tourism product importantly, particularly along with the experience type product's appearance, for example, planting saplings, fruit picking, plant grafting, etc. Future economy would develop possibly into the experience type economy, in satisfied emotion, outside psychological demand, but also needed one kind of superego satisfying, transfers people's inter active and the participation fully. Break through seasonal restrictions and improve fruit storage technology.

4. Design Methods of Picking Tourism

Design methods in picking tourism design leading role. The fruit picking and picking tourism design must have certain design method and the principle of design, the tourism product already needed to consider in the design, the formality and the psychic, mean while must consider the picking tourism brought influence and market accommodation and soon. This was one long and the complex process. But the design method had the nu-substitute function to tourism product's research and development and delivery. The tourism product and picking tourism took one kind to disseminate the urban image carrier, must quite work hard in design method's research.

4.1. Identify the head in concrete method manifestation, biological modelling and bionic design

The biological modelling and bionic design, law was according to the existing resources, carried on the shape the biological modelling design. For example, The appearance of Nanguo pear was lovely round, half yellow and half red, drawing flowers and pear form round appearance, high realism, the form varies, might carry on abstract and the extraction to its shape, designed some hats or the eyeglasses, let the people bring on the body to have plants returns the nature the feeling, might also unify local biology, designed each kind of shape the pear suit, let the people put in the body was similar to a nautical biology, also the rich appeal, simultaneously also made the good impression to the tourist, invisible in also gave Anshan the urban image awarded marks.

4.2. Combination method

Packaging design, including the similar combination and the different races combination, were move, the product to pass through existing combine, form other one new product. Produces in the function $1+2$ was bigger than or was equal to 3, produces in the structure $2+2$ was smaller than or was equal to 4 design techniques. For example, packaging of Nanguo pear: green Nanguo pear, yellow Nanguo pear and red Nanguo pear were put in a gift box, sweet taste and sour taste were in different gift boxes. For example, sun glasses' design, the lens had many kinds of color choices, it had the shape of pear, this eyeglasses and clothes might free combination matching. Let the eyeglasses equally not be every day dissimilar, also about may select the color different lens, the fashionable individuality, brought the feeling was similar mood for oneself.

4.3. Innovation in inheritance

It said the method, was at maintains in the original product invariable foundation, carried on the re-treatment to the existing product, increased its added value, "new bottled aged wine law". in the packing the craft, the design style and so on increased the new design luminescent sport, for tourist by pleasant change of atmosphere feeling. For example, the Anshan existing Nanguo pear wine packing's design, might carry on the scale to it the promotion and the contour packing beautifies, attaches some complimentary gifts in the Commodity interior, but these complimentary gifts were the characteristic products which exactly other place could not buy.

4.4. The method of regional cultural transplant

Picking tourism uses local the culture, designs had the native place culture product. Anshan had the historical glorious steel culture, the celebrity culture, the jade culture and so on, these humanities landscape and natural landscape's perfect union attracted the numerous tourists to come to go sightseeing simultaneously. Anshan also had the rich folk custom culture for example: paper cutting in Xiuyan , Yangko in Haicheng and so on. Anshan in develops these traveling cultural market in the process, wanted precise achieving to pay great attention the cultural special characteristics in the design localization, demonstrated that the Anshan place culture, stressed the national characteristics and the local characteristics, design the out of the ordinary product of picking tourism.

For example, may design a series of fans,handkerchief and mirror, on the surface of it were printed with the Anshan history culture developing process, historical development of Nanguo Pear, the Qianshan culture and the steel culture history, How was steel made and so on; Anshan all previous dynasties celebrity's portrait with achievement history and so on. Could let the tourist more understand that Anshan's culture, simultaneously also very relaxed had instilled into this aspect historical knowledge to the child, was like this very natural increased Anshan's popularity and the attention. Might also design several sections to manifest the Anshan civic culture characteristic the clothing, which let the people arrive put on which, both had increased the urban propaganda dynamics, simultaneously and let local the culture more thorough walk into people's heart.Simultaneously Anshan was an old industrial city, Might utilize Anshan's steel technology the city in the image design, for example,might unify this city using the steel craft the cultural characteristic to design had the Anshan city characteristic sculpture work or some handicrafts, also beautified the city, had increased the urban propaganda dynamics, mean while promoted the local industry development.

4.5. The method of ecology environmental protection

Namely current comparison new tide's design idea, green design of picking tourism. Along with the picking tourism fast development, a series of questions along with it appearance, for example, the pesticides, daily necessities trash and so on,had also brought the very big harm for the urban image.

The green design of picking tourism was under this background produces, it was reduces material and the energy consumption and the deleterious substance emissions, caused product recycling as far as possible and circulates again Or the reuse, the solution product manufacturing to the environment contamination concern. Manifests gone beyond the steel loved the humanity, showed loving concern social the principle of design. For example, the garbage bag might select could recycle the use the environmental protection material. Designs some might initiate the people environmental consciousness the product, let the people paid attention to the environmental protection in the true sense and focused on health.

5. Conclusion

Picking tourism, under the global design's tide, the thought open and the knowledge rich will certainly to pour into the new soul to the design. Design method's research About tourism had brought the rational theory instruction and the science method instruction in the design domain for the design domain, when our thought depletion or falls into the design in the mire, the design method would guide us from darkness to the light. When we designed some tourism product and tourism activities , We might broke the conventional thought utilization negative thinking or the radiation thought and so on, many kinds of thought methods created a new product in the original design's foundation. The design of tourism product and tourism activities only then in the inquire deeply local region culture and in the humanities landscape's

foundation, the utilization science's design method, could design conforms to the tourist and populace's esthetic tourism product, fruit picking and picking tourism were the same.

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