

Research on Hailufeng Local Culture Elements to Enhance the Value of Cultural and Tourism Souvenirs

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Abstract: This paper focuses on the development and design of Hailufeng local culture tourism souvenirs. The target is to promote the development of local culture tourism in Hailufeng. The author deeply discusses the strategies and methods of designing local culture tourism souvenirs. Hailufeng old revolutionary base area has certain conditions for tourism development, but its infrastructure, tourism characteristics and publicity are lacking. This paper explores the value embodiment of local cultural elements, and then enhances the visibility and reputation of Hailufeng local cultural tourism. This paper applies local industrial characteristics and natural cultural connotation to the design and development of tourism souvenirs, which is based on relevant research, at the same time, combed local natural and historic resources.

1. Introduction

Local cultural tourism is an effective way to make local culture to play a wider influence under the new situation. The development of local culture tourism industry will greatly improve the social and economic benefits of local resorts.

Shanwei Hailufeng area has a great local resources foundation, which is the birthplace of the first Soviet regime at the county level. The most characteristic way to improve Hailufeng economic and direction is to converting the local resources into economic interests. The competitiveness of local culture can be developed; furthermore the inheritance of local culture development model can be innovated. The local culture can be spread to sustainable development and the path of a virtuous cycle in according with the above idea. Innovative local cultural tourism souvenirs can integrate the concept and connotation of local culture in Hailufeng area. Its necessary to integrate local culture elements and local symbols into tourism souvenirs and materialized expression forms, in order to develop the design of tourism souvenirs.

2. Local Cultural Value Element

Local culture has the special significance and values of understanding the revolutionary history,

which also can increase the revolutionary struggle knowledge. Local culture is the effectiver way to learn the revolutionary struggle spirit, and to cultivate the spirit of the Times. Local culture can also convey cultural information, at the same time; it can realize the function of extending the Chinese national culture in multiple dimensions.

Hailufeng culture tourism is unique, which is an essential and important part of the local cultural value. Hailufeng culture tourism is also one of the important characteristics of the Hailufeng cultural resort; therefore Hailufeng local cultural tourism has unique advantages [1].

Hailufeng culture tourism souvenirs have the functions of understanding the revolutionary history, in addition to commodity function. Travelers can disseminate the revolutionary struggle knowledge, learn revolutionary struggle spirit, and cultivate time spirit in one during tour. To put it further, Hailufeng culture travel has special meaning and special influence, thus it is also a kind of information tool, which can achieve multi-dimensional extend Hailufeng culture.

At present, these young students who need to receive local culture education cannot achieve emotional identification, easy to produce passive coping acceptance or alienation and resistance psychology. The local cultural scenic spots cannot play a more good publicity and education effect to the young students.

Local culture tourism promotes local culture information, expands the dissemination scope and audience of local culture, and realizes its circulation and commemorative significance [2]. The local culture itself can be interpreted and promoted by art design, which can make the local culture information be accepted and recognized by the public in a more popular way [3].

Local culture tourism fits the mode and characteristics of information dissemination in the new media era. Local cultural tourism plays a role in spreading and promoting the publicity and promotion of local cultural value elements.

Both aesthetic function and education function of local culture tourism can creatively promote the spread of local culture through diversity. The local revolutionary spirit and culture can be showed during the contemporary tourism activities. Local culture tourism can make local culture more in line with the contemporary people, for the local culture of emotional resonance and aesthetic demand can be satisfied. Both interesting experience and aesthetic pleasure of local culture charming can be spread all over the tour [4].

3. Local Cultural Tourism reflects the local Cultural Value Elements

Local tourism is completely different from the general mass tourism in the value of local culture. Local cultural tourism promotes the economic development and promotion of the old local area. Local tourism also can make tourists remember the history of the fighting spirit, carry forward the local revolutionary tradition and the spirit of hard struggle of the Chinese nation [5].

At present, the way of promoting local culture mainly includes two common ways: visiting the memorial venues of local revolution scenic spots, watching the local story video. The dissemination effect of local culture propaganda is good. The penetration of local culture is extensive. Furthermore the timeliness of local culture communication is full.

Local cultural tourism is an effective carrier for the extensive dissemination of local cultural value elements [6]. Local cultural tourism is a dynamic expression of inheriting the local revolutionary spirit and realizing the function of local cultural resources. Visitors can naturally interpret their own emotional experience and the local classic culture. Tourists may connect local culture with their own real environment, such as life, work and study. Tourists may integrate many factors together to create a spiritually integrated local cultural situation [7]. Tourists can inherit and develop the material carrier of regional culture in the process of enjoying the local cultural spirit. Tourists can break through the limitation that regional cultural resources cannot be moved or

experienced personally. Local culture tourism plays the role of transforming the abstract of regional culture into concrete physical forms [8].

4. Local Cultural Tourism Is the Material Realization of local Cultural Value Elements

If there is no local culture tourism with distinctive characteristics, the local culture cannot be promoted widely. The unique commemorative significance and educational significance of the local culture value also can not be fully realized without local culture tourism.

Local cultural tourism is an effective means and method to promote the economic and cultural development of the old local revolutionary base area through tourism activities. Local cultural tourism promotes the cultural exchange and communication between the revolutionary area and the outside world, as well as creates significant economic benefits [9].

Benefits and functions of local culture tourism discipline are to enhance and expand the local economic development, promote cultural exchanges. Achieving the sustainable development of various industries in local cultural tourism scenic spots is to achieve the win-win benefits of economic and social function [10].

Hailufeng area has 455 kilometers long blue sea coastline, which is a unique tourism resource. There is a magnificent landscape of "one hundred local islands, ten beaches and nine bays" in Hailufeng. There are Colorful mountains of 40,000 Mu vertebral forest, 100,10000 Mu of fertile soil with plum blossoms, and 100,000 hectares of green pastoral resources in Hailufeng area.

Hailufeng has China's first county-level Soviet power, which located in the centre of the county. There is a total area of more than 24,000 square meters in this county. Known as "Little Eastern Moscow", Hailufeng is a symbol of the historic and cultural city. Hailufeng Revolutionary Old Area has 873 provincial local villages, which can be called the largest number of revolutionary sites in Guangdong Province.

It's important to research and mine the value of local culture elements connotation deeply and significantly. The local culture should be mined on the basis of protecting local culture revolution original ecological resources. Hailufeng local culture tourism products reasonably mark old regional revolutionary characteristics. So that Hailufeng culture tourism can promote local culture tourism products widely spread. Local culture value can be realized with the localization charm and unique attraction as a soul into the local culture tourism.

5. Strategy to Enhance the Value of local Cultural Elements

The local culture tourism discipline is inlaid with local elements. The local culture tourism carries the local spirit, and bears the historical mission of spreading the local culture. The spirit and value of the local culture can be promoted through the local cultural tourism activities.

Local cultural tourism is based on the local revolutionary culture, which has the characteristics of the Chinese nation and scientific materialism. In order to realize consumer market demand, the important way is to use innovative wisdom, cutting-edge scientific and technological means.

(1) Dig the cultural connotation of the old local revolutionary base area. A more important content is cultural experience among many tourism experiences. Each tourist destination shows tourists the unique human style and different traditional customs with their own regional style.

Hailufeng local cultural tourism resort inherits the unique and excellent revolutionary traditional ballad. These resorts reproduce its unique local cultural historical scene. Anyone of the resorts reflects the local cultural connotation and the content of the historical deeds.

A deeper local cultural experience and more rich and diverse local cultural characteristics activities can make tourists have a stronger emotional identity. These measures can stimulate tourists' experience and memory, and meet the spiritual consumption needs of tourists.

The way of experience, interaction, hands-on participation and other tourism activities that can be brought by the spiritual pleasure. This kind of new media tourism experience is very essential for the realization of the value of local culture in today's new media era [11].

It is possible to realize the vigorous development of local cultural tourism industry, according to be combined with the characteristics of ecological tourism in Hailufeng old revolutionary base area and local cultural tourism [12].

To inherit and develop the local culture of Hailufeng old revolutionary area is the most important for the advance of Hailufeng area. The way of cultural communication in Hailufeng area is more friendly and daily. This is an effective way to realize the local cultural value under the background of the current we-media era.

(2) Hailufeng to establish a local cultural tourism brand image. Natural environment and cultural environment of the old revolutionary area should be combined reasonably with in-depth understanding of the local cultural revolutionary martyrs' knowledge. Hailufeng excavates the potential of local cultural resources and regional tourism resources, with the characteristics of old revolutionary areas. To develop Hailufeng local culture needs to understand the connotation and spiritual essence of local culture [13].

This study selects representative revolutionary heroes, sites, mansions, venues and famous revolutionary historical events as inspiration and wisdom. This study will focus on the innovation and development of the theme. A series of cultural tourism products can be widely derived on this basis. Cultural tourism products form the local cultural tourism brand image of Hailufeng old revolutionary area. Culture tourism products can be promoted, publicized and spread through the network and various ways and channels.

This study deeply excavates and expands the local cultural connotation of the characteristics of the old revolutionary base area, through combining the accurate and effective integration of local cultural value elements. This study enables people to truly understand the value of local culture in the old revolutionary base area more clearly and quickly. This paper also expands the more profound influence and visibility of local culture in the old revolutionary base area.

6. Conclusion

The local cultural tourism highlights the local cultural value elements, with the local culture as the engine. The local cultural tourism enhances the experience of tourists, and brings forth the new element value of the local culture, which is supplemented by the integration of local cultural elements.

Hailufeng old revolutionary base areas turn the humanities and natural local characteristics into the local culture connotation. The regional characteristics and the emotional experience of tourists resonate ideas into the local cultural tourism products through innovation. New culture tourism product design can optimize and innovate Hailufeng local culture. A unique brand image can be created on the basis of the local revolution classic inheritance. The unique charm of local cultural tourism products with local characteristics, which represents the rapid development of local culture tourism. The innovative tourism products carry forward the local cultural value.

The design of local culture tourism souvenirs takes local culture tourism as the engine in the old revolutionary base area. Local culture tourism souvenirs highlight the local culture characteristics, which is supplemented by the integration of local cultural elements. Local culture tourism souvenirs play the role of enhancing the experience of tourists, bring forth the new in the design, and realize the combination of regional local culture elements.

In this study, the cultural, natural and local characteristics of Hailufeng old revolutionary base area are integrated into the local cultural connotation. The regional characteristics and tourists'

emotional experience are integrated into the development and design of local cultural tourism souvenirs. This study continuously optimizes innovative product design thinking to create a unique brand image. This study introduces local cultural tourism souvenirs with local characteristics and unique charm, on the basis of inheriting the classic design of the old revolutionary area. This study realizes the rapid development of local cultural tourism in Hailufeng old revolutionary base area,. These methods in this paper open up a new way of the local culture travel souvenirs as the carrier for local culture transmission.

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