



Exploration of the Aesthetic Education Practice of Tourism Culture Creative Product Design

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Abstract: This paper aims to discuss the practice of aesthetic education in the design of tourism cultural creative products. Through in-depth analysis of the current situation of tourism cultural creative product design, combined with the relevant theories of aesthetic education, this paper proposes the necessity and specific strategies of integrating aesthetic education practice into the design of tourism cultural creative products. Through case analysis, field research and other methods, this paper aims to provide new ideas and direction for the design of tourism and creative products, and promote the integrated development of tourism and cultural and creative industry.

Keywords: tourism and cultural creative products; aesthetic education; practice and exploration; integrated development

1. Introduction

With the rapid development of tourism, as an important part of tourism industry, their design quality and cultural connotation are getting more and more people's attention. However, there are many problems in the design of current tourism cultural creative products, such as lack of innovation and lack of cultural connotation. Therefore, how to integrate aesthetic education practice in the design of tourism cultural creative products and improve the design quality and cultural connotation of products has become an urgent problem to be solved.

2. Analysis of the current situation of tourism, cultural and creative product design

2.1 Market profile

At present, the market of tourism cultural creative products is developing rapidly. With the prosperity of tourism and the growth of consumers' demand for cultural experience, tourist attractions and relevant departments pay more and more attention to the development of the cultural and creative industry, and the investment continues to promote the rapid growth of the cultural and creative products market.

2.2 Primal problem

There are a large number but few fine products. Despite the large number of tourism cultural and creative products, there are relatively few real products with high quality and unique cultural connotation. This makes it difficult for tourists to find the products they really want when buying them. Lack of cultural characteristics, some tourist attractions directly wholesale and purchase souvenirs for sale, lack of cultural characteristics and product innovation, there is the problem of product homogenization. Crude design shoddy, some products design shoddy, old form, lack of formal beauty and cultural connotation, it is difficult to attract the attention of consumers. Imitation following the phenomenon, some product design lack of innovation, there are imitation of following the trend, convergence of flat design style flooding.

2.3 Design feature

Culture: The design of tourism cultural creative products should reflect specific cultural values and traditions, integrate cultural elements into the products, and make the products become the carrier of cultural communication.

Creativity: Product design integrates the designer's unique creativity, combining tradition and modern elements to create products with unique charm and attraction.

Regional: closely related to local culture, history and geographical characteristics, become a carrier to show local customs, and help tourists to better understand and experience the cultural characteristics of the tourist destination.

Experience: through product design to improve tourists' tourism experience, spread cultural stories, enhance tourism memory, so that tourists can get richer cultural experience in the process of tourism.

3. The current problems existing in the design of tourism and cultural creative products

Lack of innovation: the current tourism and cultural creative products in the market are seriously homogenized and lack of novel design concepts and elements.

Lack of cultural connotation: some products fail to dig deep into the local cultural connotation in the design process, resulting in the lack of cultural heritage of the products.

Uneven quality: due to the limitation of design level, production technology and other factors, the quality of some tourism cultural creative products is poor, which affects the purchase intention of tourists.

4. The importance of aesthetic education in the design of tourism and cultural creative products

4.1 Basic concepts and characteristics of aesthetic education

Aesthetic education refers to the educational activities that cultivate people's aesthetic ability and aesthetic taste through aesthetic activities and artistic practice. It has the characteristics of intuitive, emotional, practical and so on, and can stimulate people's creativity and imagination.

4.2 The role of aesthetic education in the design of tourism and cultural creative products

To improve the design quality of products, through aesthetic education, designers can master more design concepts and skills, and improve the design quality of products. To enrich the cultural connotation of products, aesthetic education can guide designers to dig deep into the local cultural connotation, integrate cultural elements into the product design, so that the products have a stronger cultural heritage.

5. Exploration of the aesthetic education practice of tourism culture creative product design

5.1 Strengthen the curriculum design of aesthetic education

Colleges and universities and training institutions should strengthen the design of aesthetic education courses of tourism cultural creative product design, and incorporate aesthetic principles, design theories and other courses into teaching plans to improve students' aesthetic ability and design level.

5.2 Carry out interdisciplinary cooperation and exchanges

Encourage the tourism and cultural creative product design major to conduct interdisciplinary cooperation and exchanges with other disciplines such as art, history and culture, so as to jointly explore the local cultural connotation and provide more diversified creative sources for product design.

5.3 Pay attention to practical teaching links

Strengthen the practical teaching link, organize students to participate in the design, production and promotion of tourism cultural creative products and other activities, so that students can learn and master aesthetic knowledge and skills in practice.

5.4 Establish a school-enterprise cooperation platform

Establish a school-enterprise cooperation platform, promote the cooperation and exchange between schools and tourism, cultural and creative enterprises, and jointly promote the innovation and development of tourism, cultural and creative product design.

6. Case analysis

Background: The British Museum prints the 19th century church glass on cellophane, designed into translucent window stickers, so that visitors can have a historic glass window at home.

Design features: Culture: The window paste design is derived from the collection of the British Museum, reflecting the profound cultural heritage of the museum. Innovation: Combining traditional stained glass art with modern materials to create a new use scene and experience. Practicality: the window paste is not only decorative, but also has a certain practicality, which can be posted on the window as decoration.

Market response: The British Museum's imitation glass painted window stickers have been loved and sought after by the majority of tourists because of its unique cultural connotation and innovative design. This cultural and creative product not only improves the brand image of the museum, but also drives the sales of related products.

Conclusion: It can be seen from the above cases that the successful design of tourism cultural creative products must deeply explore the cultural connotation, combine regional characteristics, combine traditional culture with modern life through innovative design, and create unique and practical products. At the same time, increasing the interactivity and experience of products is also an important means to improve the attractiveness of cultural and creative products.

7. Development measures

Experience and lessons, pay attention to the excavation of cultural connotation: in the design process, we must deeply explore the local cultural connotation, to ensure that the products can truly reflect the local cultural characteristics. This requires the designers to have a deep cultural literacy and a keen insight. Interdisciplinary cooperation is the key to the success of cultural and creative product design. Designers need to cooperate with experts in cultural research, marketing, art production and other fields to jointly promote product innovation.

Focus on user experience, in the design process, we must fully consider the needs and preferences of users, to ensure that the product can meet the diversified needs of users. This requires designers to be capable of user research and data analysis.

Strengthening marketing promotion and marketing promotion is the key to the success of cultural and creative product design. Designers need to master a variety of marketing methods, such as social media marketing, cooperative promotion, etc., to improve the visibility and influence of products.

8. Conclusion and Outlook

Through the exploration of aesthetic education practice in tourism cultural creative product design, this paper proposes the necessity and specific strategies of integrating aesthetic education practice into the design of tourism cultural creative products. In the future, we should continue to strengthen the application and research of aesthetic education in the design of tourism and cultural creative products, and promote the integrated development of tourism and cultural and creative industries. At the same time, we also need to pay attention to the market demand and tourist feedback, constantly optimize the product design scheme, and improve the market competitiveness of the product.

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