

Study on the current situation, issues, and strategies of integrating excellent traditional Chinese culture into children's playgrounds

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Abstract: Through in-depth analysis, this paper explores the unique value of integrating traditional cultural elements into children's playgrounds. It combines research on the challenges faced by children's playgrounds, such as lack of educational value, westernized design elements, hygiene conditions, and lack of content innovation and proposes an innovative strategy of incorporating excellent traditional Chinese cultural elements to create a "new Chinese-style" children's playground that is safe, enjoyable, and educational. This approach not only contributes to the inheritance of traditional culture but also provides direction for the sustainable development of the children's playground industry.

Key words: excellent traditional Chinese culture; children's playground; integration strategy

1 Introduction

Early childhood is the enlightenment stage of life, and education in this period is particularly important. Good education has a decisive impact on the formation of children's values and even their future lives. Therefore, at this stage, we should provide children with the most valuable learning content that is most suitable for their basic situation. The excellent traditional Chinese culture is the critical inheritance of the Chinese nation in the years of history. It is of great significance for cultivating and shaping the personality of children in the early stages of education.

2 Research status and analysis of children's parks

With the theme of "inheriting Chinese culture and creating a new Chinese children's paradise", a total of 127 questionnaires were distributed and 127 questionnaires were collected, with a valid questionnaire rate of 100%. In this questionnaire, 67.72% were women, and 68.5% were aged 25 and below, and most of the respondents had a bachelor's degree.

2.1 Children's playground lacks education and contradicts the needs of parents

According to the questionnaire data, 76.38% of parents took their children to play in the children's park, and 27.56% of the families went to the children's park once a week or more [1]. However, after a field survey on the opening of children's parks, we found that under the impact of Western culture, the children's park market is more inclined to design and develop novel, exciting and entertaining functions, while ignoring the inheritance of traditional culture. More children's parks on the market have brands, designs, and operation models from the West, and their design elements focus

more on entertainment. In the questionnaire and interview surveys, parents have a positive attitude towards the integration of excellent traditional Chinese culture into children's playgrounds, and are full of confidence in the feasibility of integrating excellent traditional Chinese culture into children's playgrounds. Parents said that the integration of traditional culture into the children's paradise is not only an inheritance of traditional culture, but also an innovation in children's education. Through the traditional cultural elements in the children's playground, children can learn about Chinese history, traditional arts, folk tales, etc. This entertaining way can not only stimulate children's interest in traditional culture, but also cultivate their cultural literacy and aesthetic ability. In the face of the scarcity of "new Chinese-style" children's parks that integrate the excellent traditional Chinese culture and the market demand for "new Chinese-style" children's parks, let us continue to think about the influencing factors behind them.

2.2 There is negligence in the safety management of the children's park

First of all, the safety management of children's playgrounds has become the most concerned issue for parents. According to our questionnaire, in the question "What do you pay attention to when choosing a children's park" (choose up to 3 items), a whopping 85.83% of parents consider whether the safety of the venue is up to standard when choosing a children's park [2]. Safety is the primary problem in the operation of children's parks. Through investigation and interviews, it is learned that although some children's parks have a wide variety of amusement facilities, there is negligence in equipment maintenance and safety protection, resulting in equipment disrepair and potential safety hazards. In addition, there are loopholes in the safety system and emergency plan in some children's parks, and once a safety accident occurs, the losses caused are immeasurable. Taking a children's park in Hangzhou in 2023 as an example, when a mother took her three-and-a-half-year-old child to play in the children's park, the corner of the child's eye was smashed by the building blocks in the park.

2.3 The homogeneous competition in kindergartens is serious

Homogeneous competition is a major problem in children's parks. Due to the increasing market demand for children's parks, more and more investors and companies are choosing to join the industry. However, due to the lack of innovation and special themes, the children's paradise on the market now presents a cookie-cutter trend, and most of the amusement facilities and theme activities are similar in the setting of content, and the similarity is extremely high, which makes it difficult for parents to choose. According to the questionnaire, in the question "Do you think it is necessary for Chinese culture to be integrated into children's paradise" (single choice), 74.02% of parents think that it is very necessary to integrate excellent traditional Chinese culture into children's paradise, 70.87% of parents support the integration of excellent traditional Chinese culture into children's paradise, 61.42% of parents think that it is feasible to integrate excellent traditional Chinese culture into children's paradise, and for "what activities should be in children's paradise", 82.68% of parents believe that cultural and educational activities are the first priority [3]. The above data show that in the current situation of high homogeneity of children's parks, many parents have a positive attitude towards the plan of integrating excellent traditional Chinese culture into children's parks, which is essentially a recognition of Chinese culture, and also an expectation of innovation in the form of inheritance.

3 Influencing factors

3.1 Market demand and consumer psychology

Market demand is the fundamental driving force for the development of children's amusement parks. In the interview, this was done by asking the question "What do you look for when choosing an amusement park", such as the price, the service, is it educational value, or is the game material rich and why. The main concerns of consumers are game materials, safety and price. With the changes in society and consumer psychology, children's playgrounds need to constantly adapt to

and meet the needs of families for safety, education, entertainment and other aspects. Consumers' expectations for children's parks are not only limited to the novelty and entertainment of the facilities, but also whether the parks can provide educational experiences that are beneficial to children's development. Therefore, children's amusement parks need to have a deep understanding of consumer psychology and grasp the changes in market demand in order to provide services and products that meet consumer expectations.

3.2 Industry competition and differentiation strategy

The children's park industry is becoming increasingly competitive, and how to stand out from the crowd has become the key. In the interview, I learned that consumers mentioned that "there are many parks in the market, but the general price is high and the form is single", "the competition of amusement parks is also fierce, more and more companies have entered this field, launched a variety of children's amusement park products and services. Of course, we will shop around, choose the best". This point of view proves that the competition in the children's park industry is quite fierce. Therefore, the differentiation strategy is one of the important means to deal with competition. By offering unique services, innovative activity content, and personalized experiences, children's playgrounds can attract more consumers and build brand loyalty. At the same time, continuous innovation and upgrading of facilities are key to staying competitive.

3.3 Cultural factors and educational philosophy

Cultural factors and educational concepts have a profound impact on the development of children's playgrounds. In the interview, by answering the question "Do you support the integration of Chinese art, food culture, Chinese folk games, folk crafts, Chinese martial arts, and Chinese opera into amusement parks", we can see that most consumers are in favor of it. With the continuous updating and progress of educational concepts, parents have put forward higher requirements for the educational value of children's paradise. Children's parks need to fully consider the influence of cultural factors and educational concepts, and integrate local culture and advanced educational concepts into the activities of the park to meet the needs of consumers for education and culture.

4 Analysis of countermeasures

In view of the current market, there are many problems in the integration of children's playgrounds and excellent traditional Chinese culture, involving safety, hygiene and homogenization. In response to these problems, the author proposes the following countermeasures:

4.1 Excavate and enrich the elements of excellent traditional Chinese culture and improve the quality of children's playgrounds

When you enter the park, the first thing that catches your eye is the huge group of Chinese character sculptures. Children can learn about the form and structure of Chinese characters while having fun. In all corners of the park, there are small workshops that simulate papermaking and printing, where children can experience the fun of making and printing paper, and feel the wisdom of the ancients.

(1) The clay sculpture area is a world for children to create hands-on creations. Under the guidance of professional instructors, children can learn clay sculpture skills and create a variety of traditional characters, such as Peking Opera masks, characters from myths and legends, etc., so that children can feel the charm of traditional Chinese art in the process of shaping.

(2) The park can also set up an opera performance area and a martial arts experience area. The Xiqu performance area regularly invites professional opera performers to perform classic plays for children, so that children can experience the charm of opera art up close. The martial arts experience area provides martial arts performances and martial arts teaching, allowing children to learn the basic skills of Chinese martial arts and develop their physical fitness and willpower.

(3) The papermaking experience area can set up some workbenches that are easy for children to operate, so that children can experience the production process from raw materials to paper. By simulating the processes of ancient papermaking, such as soaking, mashing, sifting, drying, etc., children can learn how paper has changed from a raw material in nature to a necessity in our daily life.

(4) The printing exploration museum can display printing tools and techniques from different periods, such as woodblock printing, movable type printing, etc. Children can experience the process of reproducing words and images by operating these ancient printing tools, and gain a deeper understanding of the historical significance of printing. Combining elements of papermaking and printing, it is also possible to design a series of interactive games. For example, you can design a game called "Paper Adventure", in which children need to complete tasks related to paper making and printing, so that children can learn through play.

(5) In the etiquette and clothing display area, children can wear Hanfu and learn ancient etiquette, such as bowing and saluting, so that they can feel the solemnity and elegance of Chinese culture in the experience. There is also a traditional etiquette and costume experience area in the park. Children can wear Hanfu here, learn ancient etiquette and etiquette terms, and feel the beauty of traditional Chinese culture.

4.2 Based on the safety of young children, reasonably plan the venue

4.2.1 Ensure the safety of the venue

When choosing a location in a shopping mall, it is strictly forbidden to set up playgrounds in an underground shopping mall or areas exceeding four floors, and there should be no less than two safety exits, and it is best to have an independent safety exit. During the interview, I learned that the staff should professionally guide the children and teach the children how to play to ensure the safety of the children.

4.2.2 The planning layout is reasonable and comprehensive

In the early planning of children's parks, fire safety factors should be considered first, such as the reservation of fire escapes, the installation and configuration of fire fighting equipment, etc. While clarifying the functional partitions, the reserved conversion areas between areas are added to avoid potential safety hazards caused by children interacting with each other while playing. In addition, in the process of design and decoration, for the sake of the health of those entering the site, the materials used should be green and safe, and non-toxic materials should be selected to reduce the business risk in the later stage. Some parents suggest that the safety test should be done before the opening of the park, so that parents can rest assured. Many amusement parks have just started to open, and the formaldehyde content of the decoration residue is still relatively high, and you can smell the pungent smell when you go in, which is very unfavorable to the safety of children. Therefore, safety is the most important thing in our hearts. The opening of a parent companion area is also a major demand of consumers. There are also many parents who mention that the opening of a "leisure viewing area" provides WiFi, magazines, some drinks and coffee and other content that can be used for leisure and entertainment and rest, which can greatly improve the experience as a consumer. There are also "service function areas", "food areas", etc., to optimize the layout of products reasonably and improve the one-stop experience of consumers.

4.3 Keep the equipment safe

Based on interviews, we learned that safety is the premise of consumer choice, for example, "I am more concerned about whether the venue is big enough, and the second is safety. There is also the issue of its sanitation, the lack of sanitization of the park, and then the price to consider." Therefore, it is important to ensure the safety of the park's equipment. First of all, amusement equipment is the soul of children's park, when buying indoor children's amusement

facilities, you can't just consider the immediate benefits to choose a relatively low price of amusement facilities, but should choose a regular amusement equipment manufacturer to ensure the quality of products and after-sales service.

Secondly, it is necessary to do regular maintenance and repair. Whether the screws on the amusement equipment are loose or exposed, whether the soft bag is damaged, whether the wiring is damaged or aging, or whether the electric equipment can operate normally are all potential safety hazards. After discovering these hidden dangers, the operation should be stopped in time and repairs and maintenance should be performed. Hidden dangers should be minimized to ensure the normal and continuous operation of children's playgrounds to the greatest extent.

Finally, the cleaning and disinfection of the premises and equipment are essential parts of the daily routine. Due to the large flow of people in the children's park, the complexity of the entry personnel, and the frequent interaction between people with the environment, equipment, the importance of cleaning and disinfection in daily work is relatively large, and it is the most basic standard to keep the venue clean and fresh in the air, and provide a green and healthy environment for the people who come to experience and play.

4.4 Innovate the development of characteristics and avoid homogeneous competition

4.4.1 Introduce themed concepts to create a unique park experience

In order to stand out in the children's playground market, introducing the themed concept is an effective strategy. You can combine local culture or international pop culture to create a unique theme park, such as designing unique rides and decorations based on famous fairy tales, traditional festivals, or local features. Theme parks such as "Journey to the West" shadow puppet play and "ink painting theme park" mentioned by some parents can not only attract children's attention, but also allow parents to feel the creativity and characteristics of the park.

4.4.2 Provide personalized services to meet the needs of families

In a children's playground, providing personalized services is key to attracting families. Some consumers mentioned that "The equipment should be updated regularly. I used to get an annual card for my children in an amusement park, and took my children to play every week. But I found that the children's interest was decreasing to the point that there is not much interest". Therefore, according to the needs of the family, customized activities and services can be provided, and new equipment and new programs can be launched regularly. This kind of personalized service not only meets the diverse needs of families, but also allows children to enjoy a more intimate and fun experience in the park.

4.4.3 Promote the "new Chinese-style" children's paradise through multiple channels and create a brand ID

In order to make the "new Chinese-style" children's park more deeply rooted in the hearts of the people, the park should also carefully create its own brand ID. This ID not only encapsulates the core concept and cultural connotation of the park, but also makes the park stand out from the crowd of children's entertainment venues through its unique visual identity. Through the promotion of brand ID, the new Chinese children's paradise can better convey its own values and cultural charm. For brands such as children's playgrounds, which mainly target children and families, the use of new online media such as Douyin, Meituan, and WeChat official account to carry out multi-channel publicity can not only reach the target audience more accurately, but also effectively enhance the brand's awareness and influence. (1) Douyin's advertising system can also help the park accurately locate target users and improve the publicity effect. Attract the attention of parents and children by creating creative and interesting short videos showing the rides and parent-child interaction scenes in the park. At the same time, use Douyin's challenges, hashtags and other features to increase user participation and form word-of-mouth communication. (2) Publish beautiful park pictures and detailed play strategies through Xiaohongshu, which can attract the attention of target user groups. At the same time, combined with the shopping function of Xiaohongshu, preferential activities or special products are launched to stimulate users' desire to consume. (3) Children's paradise can

release information such as preferential activities and group purchase packages through the Meituan platform to attract more families to come and experience. In addition, Meituan's rating system can also help the park understand the needs and feedback of customers, and continuously optimize the quality of service. (4) WeChat official account is an important channel for brands to establish in-depth contact with users. By regularly releasing the latest developments, parent-child activities, parenting knowledge and other content of the park, it can attract the attention of parents and enhance the stickiness of the brand. At the same time, the WeChat official account can also provide online customer service, membership management and other functions to enhance user experience and loyalty.

5 Conclusion

Based on the response of national policies and the cultivation needs of children's excellent qualities, in recent years, the vast majority of kindergartens in China have combined the excellent traditional Chinese culture with kindergarten activities to make up for the lack of educational needs in this regard. However, at the same time, because the educational activities that combine the excellent traditional Chinese culture with children's activities at current stage are imitating the traditional cultural education form carried out by people after the enlightenment education stage, the experience that can be used for reference is relatively scarce, and the form lacks innovation. The multi-channel publicity through online new media such as Douyin, Xiaohongshu, Meituan, and WeChat official account is an important strategy for the children's park brand in the new media era. This will not only help the park reach its target audience more accurately, but also effectively increase the brand's awareness and influence, and achieve better market results.

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Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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