

Innovative Path of Tourism Product Packaging Design Based on Cultural Sense

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Abstract: *The cultural sense of tourism product packaging design directly affects the purchase rate of tourists. Therefore, the cultural sense plays an important role in tourism product packaging design. Starting from the concept of cultural sense, this paper discusses the problems existing in the current packaging design of tourism products, and then studies how to further innovate and develop on the basis of tourism products from the perspective of cultural sense, so as to highlight the characteristics of regional culture and bear the due sense of social responsibility of enterprises. In addition, this research is mainly from the perspective of humanism and environmentalism, and then further innovate on the basis of the original tourism product packaging design, in order to improve consumers' satisfaction and meet consumers' personalized needs.*

Keywords: *Cultural sense; Packing design; Tourism products; Product design*

1. Introduction

In the field of product packaging design, the importance of cultural sense is self-evident, which is directly related to the experience brought by products to consumers. If subdivided, the cultural sense in product packaging design mainly has three aspects: environmental protection culture, human culture and regional culture. In addition, for enterprises, working hard on product packaging design can also make their products different from other brands and more recognizable. For the packaging design of tourism products, the sense of culture is more important, which needs to highlight the regional culture and regional characteristics.

Based on the current situation of tourism product packaging design, this paper analyzes the innovation and development of tourism product packaging design from the perspective of cultural sense, and how to push through the old and bring forth the new in terms of text, image and color from the concept of cultural sense for enterprises and designers.

2. Theoretical Basis

2.1 Cultural Sense

In daily life, the word "cultural sense" usually appears in the process of appreciation and evaluation of works of art. At the same time, "cultural sense" usually appears together with cultural perception, cultural appeal and cultural feeling.

In essence, the sense of culture belongs to the aesthetic category, which can be understood and analyzed from two aspects. On the one hand, the sense of culture refers to the subject's perception of material, while on the other hand, the sense of culture refers to the subject's spiritual perception. From a deeper perspective, the sense of culture is human innovation and development of human civilization. It can not only reflect human aesthetics of nature, but also reflect the progress and development of human civilization. Therefore, in academic circles, cultural sense is a concept with both material and spiritual nature. It is also an important content of many research scholars and experts in analyzing and discussing the development of human social civilization.

2.2 Tourism Products

Tourism products are a type of products, which mainly serve tourists, and the main sales places are major scenic spots. The types of tourism products mainly include landscape, urban landscape, places of interest, national parks, theme parks, forests and oceans, etc [1]. Therefore, for tourists, buying tourism products has also become an important link in tourism. With the development of modern manufacturing industry, tourism products not only play the role of commemoration, but also show the importance of local characteristic culture [2]. Fig. 1 illustrates the five characteristics of tourism products.

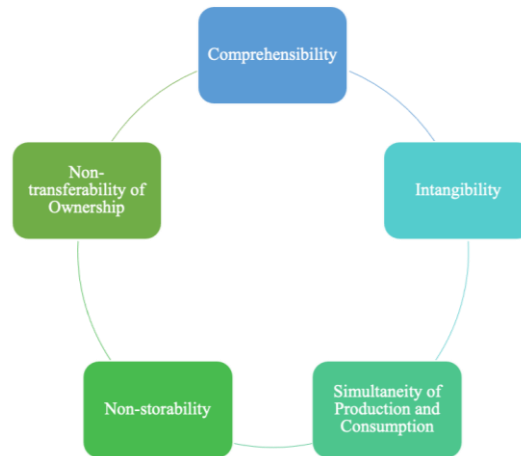


Fig. 1 Five characteristics of tourism products

2.3 Packaging Design

Packaging design generally refers to product packaging design, which means that the designer selects appropriate packaging materials and adopts ingenious technological means to design and package goods according to the characteristics of goods and brands. Packaging design has three elements: brand concept, product characteristics and consumer psychology, which directly affect consumers' love and repurchase of products [3]. Therefore, product packaging can also be regarded as an effective means between enterprises and consumers.

With the accelerating process of economic globalization, commodity packaging and commodities have been integrated, not only for enterprises and sellers, but also for consumers. It can even be said that commodity packaging is also a part of commodities. Commodity packaging can not only make commodities more identifiable, but also highlight the unique image of the brand, and even play a significant role in the process of product production, circulation, sales and consumption. Therefore, at present, many colleges and universities have set up the specialty of product packaging and many discipline courses related to product packaging, which also reflects the importance of the combination of product packaging and artistic elements. At the same time, many enterprises also set up special product packaging departments, trying to improve consumers' purchase experience with the innovative design of product packaging, so as to build a bridge between enterprises and consumers [4].

3. Design Elements of Tourism Products Based on the Concept of Cultural Sense

3.1 Humanization

Humanization is an idea. With the continuous development and progress of human society, the concept of humanization has gradually become an important concept in major industries. The core of the humanization concept is that enterprises not only need to pay attention to the functional needs of consumer groups, but also need to meet the psychological needs of different consumers as much as possible. Therefore, the concept of humanization occupies an important position in different fields, such as manufacturing, consumer market, education and so on. Establishing the concept of humanization can make consumers like bathing spring breeze, and then trust the brand and enterprise more, and improve consumers' loyalty to the brand. Figure 2 demonstrates the three connotations of humanism.

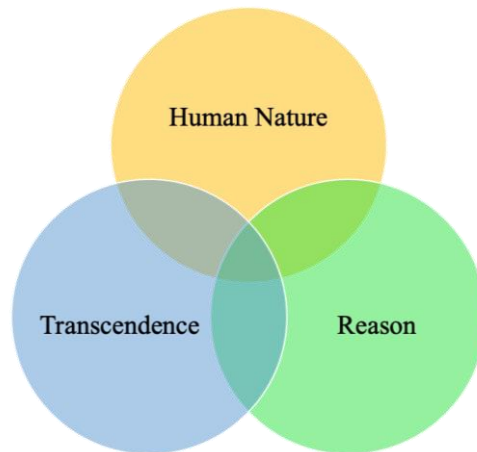


Fig. 2 Three connotations of Humanism

3.1.1 Humanized Design Concept

At present, with the development of human society and the development of humanistic thought, the concept of humanization and "people-oriented" has become an important content of the development of human society, as well as an important research topic for research scholars and experts. The same is true for packaging design. Humanization has become an important design content for designers. At the same time, packaging design has been gradually improved and innovated to meet human functional needs from the beginning. Designers began to pay more attention to the spiritual feeling of packaging design. Therefore, due to the principle of humanization, designers must fully understand the characteristics of products and corporate culture, and then inject the emotion that enterprises want to convey to customers into the design, so as to improve customers' consumption experience [5].

Integrating the concept of humanization into the design of tourism products is to make people's gradually improved needs meet at multiple levels and in-depth as much as possible, so that people can meet their psychological needs. The Figure 3 demonstrates the hierarchy of human needs.

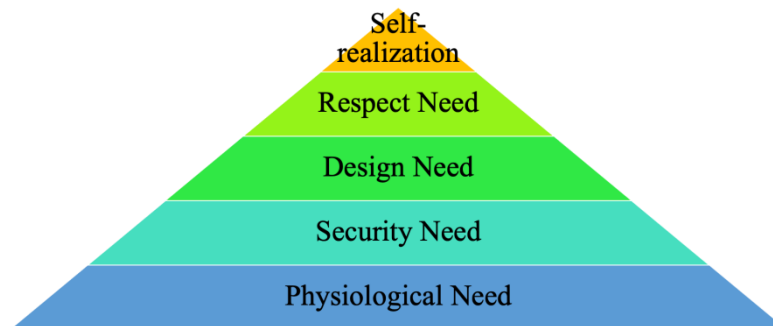


Fig. 3 Human demand hierarchy

Humanization in packaging design includes the connotation of humanistic concept, humanistic spirit and cultural sense. It not only reflects the supply-demand relationship between human beings and products, but also pays attention to people's spiritual needs, and strengthens the relationship between products, enterprises and consumers. Product packaging design can make consumers better understand product information and brand image, and even make consumers better understand other cultures and production concepts. In addition, excellent packaging design can attract more consumer groups to buy, and excellent packaging design can also win consumers' trust, establish trust in enterprises, and further understand products or brands [6]. Of course, it is worth noting that packaging design is not false publicity, but should simply convey brand image and product function to consumers.

3.1.2 Humanization in Product Packaging Design

Humanization, in essence, is people-oriented and people-centered, that is, to meet people's various needs and satisfaction. In product packaging design, the concept of humanization is to respect customers' feelings and improve users' shopping experience. From the perspective of humanization, product packaging design should deeply understand and study the physiological and psychological factors of consumers from the perspective of consumers, and carry out innovation and design on the basis of

existing product design, so as to make the design more meet the needs of consumers and make consumers feel the sincerity of merchants.

In product packaging design, the application of the so-called humanized design concept is to study the relationship between people and things from the "people-oriented" design concept, innovate and develop in the three aspects of structure, material and aesthetics according to the function of products and people's needs, and then combine various visual elements. At the same time, enterprises should also assume social responsibility and convey national spirit and culture.

For process enterprises, entrepreneurs should integrate corporate culture and brand image into product packaging design, so as to improve product recognition and display brand culture. Meanwhile, as China's enterprises, enterprises can start from China's traditional culture and national culture, take the essence of China's traditional culture and go bad, keep pace with the times and integrate more Chinese elements into modern industrial products. The humanization in packaging design is not only people-oriented, but also requires more care and respect for users.

3.2 Low Carbon Environmental Protection

At present, with the development of human society and the improvement of people's awareness of environmental protection, mankind has entered a low-carbon era. Countries all over the world emphasize to implement low-carbon behavior to the end. Therefore, the global low-carbon revolution is in progress. There is no doubt that low-carbon behavior is advocated by countries all over the world. For enterprises, when designing product packaging, they should consciously assume social responsibility, do not waste resources, and design product packaging with a more concise concept. At the same time, packaging designers should establish a strong awareness of environmental protection and low-carbon concept, fully consider packaging materials and packaging size from the perspective of energy conservation, avoid excessive packaging, and achieve energy conservation, beauty and practicality as much as possible.

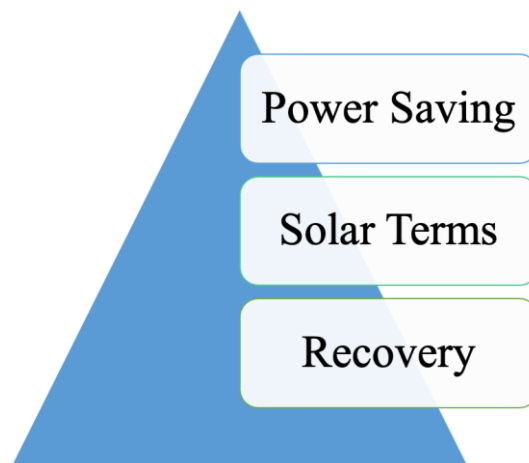


Fig. 4 Three links of low carbon and environmental protection

Specifically, the concept design of low-carbon environmental protection includes environmental protection packaging materials and simple design process.

3.2.1 Environmentally friendly packaging materials

Environmentally friendly packaging materials can be divided into three types: primitive natural materials, renewable natural plants and degradable materials.

Among them, the original ecological natural materials usually have the most primitive form of natural texture, which are both environmentally friendly and low-carbon materials. Renewable natural plants are usually made of bamboo, wood, rattan, cotton and hemp. The application of renewable natural plants in manufacturing can not only greatly reduce the cost of raw materials, but also contribute to environmental protection. Degradable material is an industrial material rising in recent years. It is not only easy to recycle, but also can decompose rapidly. Therefore, the use of this degradable material can save energy and reduce environmental pollution. At present, biodegradable materials can be widely used in the packaging industry.

3.2.2 Simple Packaging Process

Simple packaging design process is also an important link of low-carbon and environmental protection. In the process of packaging and printing, a large amount of non-recyclables will be consumed, which will pollute the ecological environment. Therefore, only by reducing the amount of ink and paper in packaging and printing can we reduce carbon emissions and protect the ecological environment as much as possible.

4. Innovation of Packaging Design of Tourism Products Based on the Concept of Cultural Sense

Starting from the concept of cultural sense, the innovation of tourism product packaging design mainly includes text, image and color. Therefore, starting from these three elements, this paper discusses the further innovation and development of tourism product packaging design.

4.1 Text Design

In visual communication, product packaging design is one of the most common types. Product packaging design can not only bring a strong impact on consumers' vision, but also give consumers a spiritual enjoyment. In packaging design, there is no doubt that words play an important role and are an indispensable part of product packaging design. For the packaging design of tourism products, words play an important role, which can directly let tourists quickly understand the functions and characteristics of products. In addition, the packaging design of tourism products should not only pay attention to the beauty of visual communication on the surface, but also fully consider the font design and typesetting, so that tourists can feel different regional cultures and leave a good impression on the scenic spot as far as possible.

In the modern packaging design industry, the main purpose of the words on the product packaging is to enable consumers to quickly grasp the product information and brand concept in a short time. Therefore, simple packaging design can not only enable consumers to better understand the products, but also contribute to the global ecological environment.

At the same time, the words on the packaging design are the bearer of brand information, which can directly express the attributes and relationships of tourism products and directly affect the purchase desire of tourists. At the same time, Chinese character culture has a long history, has pictographic significance, and has characteristics different from other expression symbols, such as balance, stability and roundness. Therefore, the expression of Chinese traditional culture and places of interest through Chinese characters can make domestic and foreign tourists better understand regional culture.

4.2 Image Design

Image is also an indispensable feature and content in the packaging design of tourism products. Combined with Chinese traditional culture and low-carbon environmental protection concept, image design should be fresh and concise, full of local flavor and affinity.

From the perspective of graphic design elements, the organic combination of cultural sense and sense of reality is very important. From a comprehensive system, the graphic design elements in the packaging design of tourism products not only cover the cultural connotation and external image of product packaging, but also need to combine the material and spiritual needs of tourists. In addition, tourism products have the characteristics of cultural publicity, which is mainly reflected in image design. In this regard, image design is very important. As a sunrise industry and service industry, tourism industry is developing rapidly, and tourism products are also developing rapidly under this background. At present, the most fundamental thing for the innovation and development of tourism products is to pay attention to the relationship between products and consumers' consumption needs, that is, the relationship between products and consumers' material and spiritual needs. At the same time, tourism products not only have commercial profit significance, but also have the significance of cultural publicity. Therefore, from the visual level and psychological level, the evaluation standard of tourism product packaging design is whether it can meet the real needs of consumers, that is, material needs and psychological needs.

Image design plays an important role in tourism product packaging design, which has a strong impact on tourists' vision. At the same time, the graphic elements in the packaging of tourism products, like the text elements, play a role in carrying traditional culture, which is also the main reason for tourists to buy tourism products. At present, with the rapid development of social economy and the further improvement

of people's living standards, more and more tourists not only buy tourism products, but also put forward higher standards and requirements for the function and appearance of tourism products. Specifically, on the one hand, tourists' perception of spiritual culture, on the other hand, it is to commemorate the time of travel. Therefore, for packaging designers, we should subdivide and locate the tourist groups from the spiritual and material levels of tourists, so as to meet the needs of different tourists. Tourism product packaging is not only the most effective carrier to transmit product information, but also the most direct content that tourists can see. From this perspective, tourism product packaging is an important combination of humanization and scientization.

4.3 Color Design

There is no doubt that the color of product packaging is an important factor in determining consumers' consumption behavior. Consumers can have different feelings through different colors of product packaging. In essence, color is an external form of expression, which can carry the brand culture and the emotion that designers want to convey. At the same time, from the perspective of chromatics, in product packaging design, in order to enable consumers to quickly see the product, designers usually use contrast color to design product packaging. From a deeper perspective, the frontal color elements in packaging design reflect aesthetics, physiology and psychology. They play an important role in the performance of brand image and corporate culture, and they are also important factors that directly affect consumers.

Like words, color is also a kind of language, which can convey brand culture and product function. Through the change of hue, lightness and purity of color, people can feel different feelings. Strong contrast colors make people feel eye-catching, while weak contrast colors make people feel comfortable. Color not only conveys emotion, but also shows its own beauty.

When designing tourism product packaging, we should start from two aspects: one is to reflect the product's own attributes, and the other is to perceive and think about the color of the regional cultural sense of the product. When choosing the product packaging color, the designer must start with the use value and aesthetic value of the product, and then make a choice from the psychological and material needs of consumers. Therefore, the choice of product packaging color should be analyzed and considered on the basis of understanding the characteristics of the product and combined with the local regional cultural background, so as to improve the connotation value of the product and better convey the product value to the consumer group. In addition, from the perspective of cultural sense, the innovation and development of tourism product packaging color design should start from three aspects: aesthetic value, emotional expression and symbolic significance.

5. Key Points of Tourism Product Innovation Based on Cultural Sense

5.1 Cultural Integration

With the continuous progress of human society, people's material life has been greatly satisfied, and gradually began to require spiritual satisfaction, which gave birth to more industries and began to launch more personalized services and products on the original basis. There is no doubt that for the design industry, personalized products and services are the core of its vigorous development and play a great role in the future competition. In addition, the cultures of different countries are constantly developing and innovating, and the cultural collision and competition among countries are constantly fierce, which requires enterprises to have a higher sense of social responsibility to publicize local culture. Therefore, from the perspective of cultural sense, the innovation and development of tourism products must be rooted in local culture, keep pace with the times, and integrate it into the packaging design process of tourism products. Specifically, cultural design elements should be organically combined with modern popular elements to further promote the development and innovation of tourism industry, so as to improve the satisfaction of consumer groups.

5.2 Identification of the Combination of Science and Culture

At the same time, the packaging design of tourism products should combine the scientific concept and cultural concept, keep pace with the times, and combine the local national culture with modern technology, so as to better transmit the culture. There is no doubt that if the packaging design of tourism products is the same as that of other products, it will be difficult for tourists to have a strong desire to buy. Only by combining the packaging design of tourism products with science and culture can we truly

reflect the sense of culture and the times, and then attract more tourists to buy. For China's local tourism enterprises, in the popular production of tourism product packaging, they should pay attention to the use of cultural design elements, so as to create excellent tourism products with Chinese cultural connotation and flavor of the times.

6. Conclusion

Tourism product packaging design, in essence, is a human practical activity, and its purpose is production practice. However, with the continuous development of society, tourism product packaging design has more characteristics, and it gradually begins to express and convey cultural heritage and beauty. At the same time, the packaging design of tourism products also reflects the connection between products and tourists, which further sublimates the sense of culture. At present, in the social environment, the role of culture has become increasingly prominent. The sense of culture has become an important element pursued by major industries and an important influencing factor for many consumer groups to buy goods. In addition, for packaging designers, they should more study and analyze the spiritual and material needs of consumer groups, meet the growing diversified needs of consumer groups as much as possible, and adhere to integrating the concept of low-carbon and environmental protection into the design process. At the same time, enterprises should also bear their social responsibilities. While passing on the corporate culture and brand image to consumer groups, they should also publicize the local national culture, so as to make the Chinese traditional culture go all over the world. In the long history, the importance of cultural sense has gradually attracted the attention of all walks of life and has always played an important role, which is not only an important design element for the packaging design of tourism products, but also for other industries.

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