



# Research on development strategy of ice and snow culture tourism derivatives in Jilin province

Kejin Zou<sup>1\*</sup>

<sup>1</sup> Institute of fashion Engineering, Jilin Engineering Normal University, Changchun 130052, China

\*Corresponding author

**Abstract:** With the rapid development of ice and snow tourism industry in Jilin Province, a new economic growth point has been formed. However, the development of ice and snow cultural tourism derivatives is still in its infancy, lacking of creative expansion in breadth and historical excavation in depth, low technological content of products, lacking of added value, single marketing method, and no industrial chain structure. It is an important way to break through the convergence of derivative design of ice and snow culture tourism to tap the ice and snow natural culture and folk culture resources, create interesting derivative image design and develop interactive technology.

**Keywords:** Jilin Province; ice and snow culture; tourism derivatives

**Publication date:** December, 2019

**Publication online:** 31 December, 2019

**\*Corresponding author:** 271036562@qq.com

## 1 Introduction

Jilin Province is located in the east of Eurasia in the middle latitude, with various landforms and obvious differences. The terrain is high in the southeast and low in the northwest, forming a multi-morphological landform of eastern mountains, Central Plains and Western wetland meadow lakes, with pleasant natural landscape and rich tourism resources. Jilin Province has a long and cold winter. The frozen natural environment, diverse landforms and rich ethnic distribution form a unique ice and snow culture and promote the vigorous development of ice and snow tourism. Ice and snow industry has gradually become a new pillar industry of

economic development in Jilin Province, promoting the transformation of kinetic energy, and promoting the upgrading of consumption mode. According to the snow season survey report of Jilin Province in 2018-2019, from November 1, 2018 to March 31, 2019, the province received 84.3184 million tourists, a year-on-year increase of 16.08%; the tourism revenue reached RMB 169.808 billion, a year-on-year increase of 19.43%. However, according to the data, the basic consumption expenses of transportation, catering, accommodation and scenic spot of ice and snow culture tourism in Jilin Province account for a large proportion, accounting for 70.6%; entertainment, shopping and other expenses account for 22.5%<sup>[1]</sup>. It can be seen that the derivatives of ice snow cultural tourism have not occupied the main position of consumption, and there is still a large market space. However, the lack of historical cultural excavation, inadequate creative expression, low technology content of products, unclear image recognition and other issues block the audience's acceptance of derivatives.

## 2 Go deeply into cultural resources and establish a foundation for design

The attraction of a destination to tourists usually depends on the physical, environmental and sociocultural characteristics or attributes of the destination. Physical and environmental attributes include climate conditions, landscape and ecology, and social and cultural attributes include history, politics, art, economic activities, lifestyle, historic sites, individual buildings and architectural environment. They are not only the heritage of material characteristics and environmental destinations, but also the heritage

of social economy and cultural history <sup>[2]</sup>. Culture is the life source of art design. The development of derivatives of ice and snow cultural tourism needs to systematically and deeply explore regional culture, sort out the ice and snow natural culture of Jilin Province, such as "rime", "hot spring", etc., excavate the ice and snow folk culture of Jilin Province, such as "winter hunting" and "sledge race", and develop derivatives with Jilin regional characteristics based on culture.

Jilin Province has a long winter time. The vast land is covered with ice and snow in winter. The cold and rough natural environment has shaped Jilin People's character of taking the bull by the horns and be optimistic; the natural living environment of abundant grain resources, abundant fishing and hunting products, and sparse population has shaped Jilin People's character of being straightforward and enthusiastic. Jilin province is a multi-ethnic province with a minority population of 2.1857 million, accounting for 7.96 percent of the total population. Manchu are brave and good at war, Korean are good at singing and dancing, Han is hard-working in farming, and multi-ethnic groups coexist and prosper to form a multi-ethnic folk culture.

In winter, Hezhe and Ewenki who live mainly by hunting fish, often wear thick and warm fish skin clothes with wide sleeves, while Korean and Manchu, who live mainly by farming, are good at sewing and embroidering cotton and linen clothes with exquisite patterns. Keeping a certain space between clothing and body is conducive to keeping warm, so the traditional multi-plane cutting of northern ethnic clothing does not present the human body curve, which has a rough, thick, dignified and atmospheric beauty. Winter is long, grain does not grow, and animals are rare. People reserve vegetables, fruits and meat during the autumn harvest and hunting, creating a variety of methods such as storage, pickling, drying, freezing, etc., forming a unique diet culture in ice and snow regions. Local and regional food can add value to the destination and enhance the competitiveness of geographical regions in this way. In this sense, many researchers emphasize that every region should promote food as the central scenic spot of tourists <sup>[3]</sup>. The traditional northern ethnic group takes sled as a tool to chase animals and carry things, forming a unique ice and snow traffic culture. Build snowman, fight snowball, draw ice top, enjoy ice lamp and ice sculpture, and form ice and snow entertainment culture in folk life. The core

of cultural tourism derivative design is innovation ability. Nationality and region are important sources of innovation ability. Taking the local culture of our nation as the creative core, combing and excavating the historical culture effectively, inheriting and changing with the development characteristics of the times, deriving creative products that meet the needs of the times is the internal power of the development of cultural derivatives. The heavy historical and cultural accumulation between Baishan and Heishui and the rich folk cultural resources of many nationalities contain unlimited development potential and excavation space, which lays a solid cultural foundation for the design and development of derivatives of ice and snow cultural tourism in Jilin Province.

### **3 Diversified sorting out interesting forms and make creative design forms**

In the 17th and 18th centuries, taste shifted from taste category to aesthetic category in the west and established its aesthetic attribute. The British empiricist aesthetician schiavzbori believed that aesthetics is the intuitive pleasure realized by "inner sense". "Taste" is closely connected with "inner sense", and "the universal validity of taste" is obtained. Taste begins to establish authority in the field of aesthetics <sup>[4]</sup>. In China, the cosmology and values of the unity of man and nature make aesthetics come from the combination of subjective and objective, and "interest" and "taste" have aesthetic meanings in the early stage. The interesting design of the derivatives of ice and snow cultural tourism in Jilin province makes the audience feel happy, happy and loving through the information of auspiciousness, lightness and humor of the products, and thus generate buying behavior.

The interesting development of the derivative design of ice and snow culture tourism in Jilin Province is mainly from the aspects of pattern, shape and color. The design of derivatives should be full of auspicious implication, and the selection and development of auspicious pattern should conform to the traditional Chinese aesthetic thought. Jilin Province is rich in natural resources, and there are many kinds of animals and plants, which provide rich resources for the selection and development of patterns. Haidongqing is a kind of ferocious and precious bird. In Manchu, haidongqing means "the eagle of the East". It has a fierce character and sharp alertness. It is regarded as a spiritual Totem by Manchu and represents bravery

and intelligence. The deer of sika deer is synonymous with Lu and symbolizes wealth. *Ganoderma lucidum* is a kind of medicinal plant, but its cultural attribute is far higher than other Chinese herbal medicines and is regarded as an auspicious fairy Grass, a symbol of wealth, these elements are an important basis for the design of tourism derivatives. The shape of ice and snow cultural tourism derivatives should be amiable and lovely, full of the flavor of the times. The use of cartoon, anthropomorphic and decorative images of animals and plants is an ideal design thinking path. Derivative colors can be used to form a vivid sense of jumping with contrast colors, or similar colors, gentle and soft. The derivative design of ice and snow culture is not only to lock the shape and color of ice and snow, but also to take it as the material carrier of Jilin province's regional ice and snow seasonal cultural tourism, bearing multiple meanings such as regional cultural cognition, ice and snow emotional commemoration, and to convey feelings and ideas in tourism destinations. The creation of derivative products with interest can achieve the spiritual harmony between material products and audiences.

#### **4 Extensive application of interaction technology and improvement of design function**

In the information age, Internet has become an important carrier of people's life exchange. The interactive demand of cultural tourism derivatives is more and more obvious. Users pay more and more attention to the information, service and experience carried by derivatives. Interactive technology will effectively promote the innovation of cultural tourism derivatives, improve the development of business demand and improve the quality of cultural tourism.

The interactive design makes the derivative function more perfect and the product more valuable. The artificial intelligence technology provides the possibility for the interactive design and development of the derivatives of ice and snow culture tourism in Jilin Province. On the basis of the interesting pattern drawing of derivatives, the wechat program scanning is applied. Through AR and VR online interactive technology, jilin's natural culture of ice and snow, folk culture, clothing culture, food culture and other contents are explained to the audience in the form of animation, video and audio. Interactive design will bring more accurate services for tourists. Through Cloud

Computing and distributed database (DDBS), tourists' attention information will be collected, stored and backed up, and relevant content will be pushed to them after big data analysis. At the same time, the results of various statistical analysis data visualization, data information feeding content design, effectively improve tourism satisfaction.

#### **5 Conclusion**

With the economic development entering the new normal, personalized and diversified consumption has gradually become the mainstream, with the attribute of private customization, creative and personalized cultural tourism derivatives have become the new trend of tourism consumption. It will further promote the development of derivative design of ice and snow culture tourism in Jilin Province by deeply mining rich ice and snow resources, unique folk culture, and constantly innovating through interesting aesthetic creative expression and artificial intelligence interactive technology.

#### **6 Acknowledgments**

This paper is the phased achievement of Jilin province department of education's "13th five-year" social science research planning project "Jilin province ice and snow culture tourism derivatives development strategy research" (Grant No. JJKH20190788SK), and innovation team mid-term research results of textile science and engineering advantage characteristic discipline, regional culture creative research center in Jilin Engineering Normal University.

#### **References**

- [1] What does snow and ice contribute to Jilin province—Analysis on the investigation report on snow and ice tourism in jilin province during the 2018-2019 snow season. *Jilin Daily*, The fifth section. p.546-551.2019. [http://jlrszb.cnjiwang.com/pc/paper/c/201905/06/content\\_80125.html](http://jlrszb.cnjiwang.com/pc/paper/c/201905/06/content_80125.html).
- [2] Abdelati M. Benur and Bill Bramwell (2015). Tourism product development and product diversification in destinations. *Tourism Management*. vol.50, p.213-224.
- [3] Francisco Javier Jiménez-Beltrán, Tomás López-Guzmán and Francisco González Santa Cruz (2016). Analysis of the Relationship between Tourism and Food Culture. *Sustainability*. vol. 8, no.5, p.418-428.
- [4] Hongbo Lv (2007). The category of "interest" and the modernity of Chinese aesthetics. *Journal of central south university (social science edition)*. vol. 13, no.5, p.546-551.