

THE CULTURAL DIMENSION OF LUSHAN POETS: SEEKING SOUVENIR PRODUCTS IN LUSHAN CHINA

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Abstract

Lushan Poetry Culture, in a class by oneself, has a high value in Chinese history. The poetic culture of Lushan has many dimensions. For this study, the goal is to analyze the origin, type, appearance, and representativeness of Lushan local specialties. This study adopts mixed methods research, quantitative Research and Quantitative Research. Operational procedures explore behavior using field data within Lushan's research area. To explore tourists' behavior towards commodities. The store owner provided relevant product information. The experts on Lushan Poetry-related Souvenirs. The results of the research revealed that by searching for souvenirs in spots under the cultural dimension of Lushan poetry, found four kinds of relics of Lushan Mountain by searching the souvenirs of scenic spots under the dimension of Lushan poetry culture and searching for relevant materials. Bring to the unique natural and cultural landscape of Lushan Mountain, Exploration of the cultural dimension of Lushan's poems as memorabilia design elements. Jewelry, maps, poetry, and poetry collections reflect the cultural aspect of Lu's poetry. Such souvenirs will be unique and unique. Souvenir. Attract tourists and stimulate their buying and consumption behavior. Aware of the innovative design value of Lushan souvenirs, the cultural dimension of design value, and the innovative souvenirs of Lushan poems, the actual action should be discovery, value, and re-evaluation. The four steps of value matching and decoration value are very important and promote each other.

Keywords: The cultural dimension of Lushan poets, Lushan souvenirs

Introduction

Lushan has different cultural features because of different areas of Chinese history. There are a lot of ancient poems about that. In different eras, many celebrities and volunteers walked around Lushan Mountain chanting with singing gracefully. Leave unquoted verses, such as the poet Li Bai, "flying down three thousand feet, I don't know The Milky Way fell for nine days." Mr. Wu Liu's "Across the Ridge to the Top" goes a long way on every level." Tao Yuanming "Picking Chrysanthemums in the East" "The hedges are leisurely, see Nanshan" and so on (Zheng, 2010). These marvelous poems reflect the deep cultural heritage of Mount Lushan. And interpret the concept of art as a "strange, beautiful, yang, hazardous" perfect combination. Immortal poems show the world of Mount Lushan even more, drawing countless tourists from across the country. Surf culture and poetry in ancient and modern times make Mount Lushan an unseeable cultural value. Indispensable treasure of tourist resources. But Lushan poetry cultural tourism souvenirs are very rare now. At present, people are developing Chinese traditional culture and tourist souvenirs. The design of Lushan poetry and cultural tourism souvenirs has also become a hot spot in Lushan tourism construction. Poetic culture is an integral part of communication and education. Combining the culture of poetry with the development and conception of tourist memories. The cultural, regional, artistic, ornamental, portable, and innovative aspects of Lushan poetry culture are more nostalgic. Deepen people's hearts and increase awareness and interest in the Lushan poetry culture. Consequently, there is an urgent need to integrate Lushan's poetry culture into the development and design of tourist souvenirs. Viewers can discover local customs and poetic culture at Lushan Mountain. Papers by Souvenirs In the

meantime, the poetic culture spread through the publication of tourist souvenirs. Conducive to the inheritance and development of Lushan poetic culture. It can also boost tourist development in Lushan. Indirectly boost tourism consumption. Stimulate the economic development of the surrounding regions and cater for tourists (Hu, 2007). When people come to Lushan Mountain, Lushan Mountains tourism products will become more unique and memorable. Only magnificent tourist souvenirs can attract tourists to buy them. Finding added value, sustainable development, bringing culture and creativity together in Lushan's culture and poetry. Enrich Lushan culture and poetry tourism souvenirs, offering tourists a selection.

Research Objectives

To analyze the origin, type, appearance, and representativeness of Lushan indigenous products.

Literature Review

In the 20th century, the United Nations World Heritage Committee reviewed the opinions of experts on the built Lushan culture. “The historic and cultural remains of Lushan Mountains contribute uniquely to the value of the natural landscape. It forms a cultural landscape of high aesthetic value and Chinese spiritual and cultural life.” (Hu & Zheng, 2006). As the core of Lushan culture, Lushan poetry transcends the limitations of regional culture with its unique style and unique value. The reproduction and dissemination of Chinese culture is by no means a simple task.



Figure 1 : The development status of Lushan Mountain tourist souvenirs

Source : www.bing.com

The development and design of Lushan tourist souvenirs are not optimistic. Try to analyze and assort Lushan tourist souvenirs and divide the products of formed dynasties into three categories: Resin crafts (resin as the main material) retro souvenirs. Kraft paper is the main material and Textile artwork (cotton linen is the main material) this paper combines the Lushan poetry culture with tourist souvenirs (Wu, 2017). And identity analytics market opportunity and its importance. Therefore, the development and design of characteristic tourist souvenirs are analyzed for the Lushan tourist area. Upward the gift value, modeling souvenirs and brand culture improve the quality of souvenirs, Impression of Souvenirs. Skillfully set the pole, and tell smart discounted values. As a cultural body, it should include the characteristics of Lushan culture and poetry. And played the best role in passing down and development. It also aims to create added value. To expand market demand, commodities are the best spokesperson for Lushan culture and poetry. Increase economic revenue and develop local tourism, so Lushan tourist souvenirs are still great. It is of great significance to build up Lushan culture and create a well-known city brand.

Methodology

In this research, the researcher used mixed methods research with qualitative research and quantitative research for analysis. With the steps below:

The researchers reviewed existing studies and literature in the research area. So far, the value research of Lushan poetry's cultural dimension has been successful. The development and design of Lushan poetry and cultural tourism souvenirs are unique. Make art creative and carry through qualitative research the researchers followed the steps below to conduct this research using descriptive analysis.

1. Learn and collect information from literature, books, textbooks, and research related to the cultural significance of Lushan poetry. Lushan Poetry deepens cultural value. As an important tourism, culture in the landscape. The people love literature and art. Have a specific role in tourism activities. The cultural value and connotation of tourism resources have lived on awfully improved .Literature and art Special role in scenic spots. It can increase the cultural attractions of Lushan Mountain Develop tourist attractions and endow them with new meanings so that the artistic and cultural values of tourist attractions can be more than fully reflected. As an important part of Lushan culture, Lushan poetry not only embodies the above values, it also fully reflects their self-worth in the landscape. Lushan poetry can reflect the tourist landscape and tourist life. These verses are concise and clear, with endless charm. Can point out the essence of the scenic area. It also deepens the connotation of the scenery. Arouse the hearts of tourists and get emotional or ideological sublimation.

2. Research Collect the location data of the research area, That stays, Lushan Mountain Scenic Area, collect historical and cultural information such as architecture, culture, stone carvings, landscapes, plants, folk customs, and the relationship between poetry and culture, and use the following tools and methods.

2.1 The interview method is based on extensive interviews with experts.

2.2 Researches and analyzes data for comparison, connection and development of design theory.

2.3 Abstract of Lushan's research, development, and design of Poetry Cultural Memories Travel.

Research Results

Sequence analysis and classification of Lushan tourist souvenirs can be found that the product categories are: 1) Green tea is a native tea. Lusanyunwu tea is the top ten famous teas in China with their “mellow taste, color, aroma, clear liquid” and long-standing reputation. 2) Small Pendant. Characterized by cloth, wood, resin, steel, the scenery of Mount Lushan and the words “Mount Lushan” are often printed as souvenirs of Mount Lushan. And 3) Intangible Cultural Products : “Venus Ink Stone” and 4) Staff used for travel, made by wood, decorated with twelve zodiac animal motifs, carved patterns for outdoor walking, with a smooth feel and engraved the word "Mount Lushan" (Table 1).

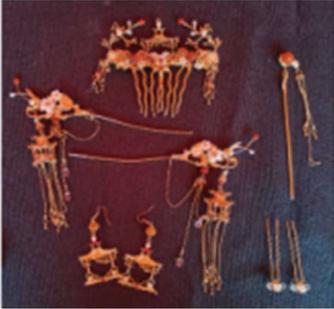
Table 1 Sequence analysis and classification of Lushan tourist souvenirs

Type	Products	Products picture	Material	Details	Type
1	Green tea		Tea	Lusanyunwu tea is the top ten famous teas in china with their “mellow taste, color, aroma, clear liquid” and long-standing reputation	Specialty class

Type	Products	Products picture	Material	Details	Type
2	Small Pendant		Cloth, wood, resin, steel	The words “mount lushan” are often printed as souvenirs of mount lushan.	Adornment
3	Intangible cultural products : “venus ink stone”		Stone		Art work
4	Staff		Wood	Decorated with twelve zodiac animal motifs, carved patterns for outdoor walking, with a smooth feel and engraved the word "mount lushan"	Travel appliances

Souvenirs under the cultural dimension of Lushan Poetry is a souvenir for tourists with unique cultural characteristics of Lushan. Such as historical sites, culture, regions, arts and accessories that are easy to carry with. Lushan Poetry and Cultural Characteristics, Lushan Poetry Map, Lushan Poetry, Picture Compared with the relics in Table 1, these relics are closely related to the cultural dimension of Lushan poetry. The ornament symbolizes the cultural memory of Lushan poetry and poetry, as a souvenir which has more practical value, such as commemoration, culture, region, art, portable ornaments. The innovative Lushan Poetry Map and Lushan Poetry Picture Book are innovative designs with propaganda and educational significance. Considering the tourism value of Lushan poetry culture Play an instinctive and conventional study style, spread Lushan poetry culture, and improve tourists' perception of Lushan poetry culture from the research value of the poet's cultural dimension. Lushan, poetry Lushan and cultural relics can better promote the local culture of Lushan. Inheriting classical poetry culture is not only rich in cultural connotation, but also satisfying tourists, which is conducive to increasing souvenir sales, enhancing the cultural connotation of souvenirs (Wang, 2020). And also effectively increase the innovative design value of souvenirs (Table 2).

Table 2 Cultural dimension souvenir product pictures

Souvenir product pictures	Cultural dimension
 <p data-bbox="189 730 478 801">Display effect of classical design jewelry series</p>	<p data-bbox="523 313 1375 801">When designing jewelry as souvenirs for tourists, the material extraction depends more on the narrative content of local culture. The cultural landscape of Mount Lushan's poetry has been extracted and summarized. And elements of landscape, culture and famous poetry were selected to design simple and beautiful figurative graphics. In design, original images are replicated, transformed, enhanced and merged with modern aesthetics. By simulating the poetry culture of Mount Lushan, determined from the point of view of understanding and separating the poetry culture of Mount Lushan, with the design method, the artistic concept of the original work is simulated. So that tourists can interpret the cultural story behind the poem of Mount Lushan through the language of ornaments.</p>
 <p data-bbox="236 1155 432 1227">Lushan Mountain Poetry Map</p>	<p data-bbox="523 819 1375 1350">As a tourist relic of Mount Lu, most of the poetic maps come from the point of view of poetry culture communication. Poetry gives people a sense of elegance. As one of the essential travel tools, maps are not only practical but also educational in nature from the point of view of poetry communication. From the point of view of design and development, Mount Lu is a mountain of poetry in China, and the creative education relic with Mount Lu's poetry remains empty. Therefore, the development of the cultural and educational relics of Mount Lu's poetry is also the way to promote the uniqueness of Mount Lu's poetry and poetry. Choose a poetic map for conceptual design. "According to the poetry to travel to Mount Lu", select the poetic culture corresponding to the existing resources of Mount Lu, and experience the charm of Mount Lu according to the poet's artistic concept.</p>
 <p data-bbox="167 1704 501 1771">Lushan Mountain poetry and picture book</p>	<p data-bbox="523 1368 1375 1771">Picture books are general educational products in the picture book category. Experts unanimously believe that picture books are the most suitable format for children to read. Appreciating picture books is a wonderful experience for the eyes to enjoy, the mind to delight and the spirit to develop. The design relies on the poetry and vocabulary depicting the landscape of Mount Lu in elementary school textbooks and papers. Study and secondary education to combine picture books about the culture of Mount Lu poetry. The culture of Mount Lu's poetry is presented in the form of abstract words, it is necessary to establish the artistic conception of poetry and its allegorical design through innovation.</p>

Through tourism and souvenir shopping, foreign tourists do not understand Lushan Poetry culture deeply enough. At the same time, relevant practitioners do not convey the value of the cultural connotation of Lushan poetry, which is a major reason limiting the design and development of tourist souvenirs. 60% Think it's one type, 71.43% Think the design is not targeted, 80% Think souvenirs Lushan tourists lack regional cultural characteristics. Through this article analysis, the development status, characteristics and related problems of Lushan tourism souvenirs have been

pointed out. The cause of many problems is the combination of Lushan tourism and Cultural products are not good enough, there is no stable market demand, and cultural products themselves are difficult to develop. On the one hand, Lu Shan poetry has been neglected for a long time as the main cultural resource, practitioners lack a deep awareness of cultural values, on the other hand, etc.

Most of Lushan tourist souvenirs consist of local products. Crafts and intangible cultural products. Although these products have a certain market share, the market awareness is not very high. In addition to the word “Lushan memorial”, some souvenirs are difficult to attract and provoke tourists to buy from the carrier form to the product form. Because they do not have the identity of Lushan culture at the beginning of their development and design, and the lack of characteristics of Lushan culture, apart from “Lushan” can be seen as a scenic spot. Lushan other design elements do not reflect the “characteristics” of Lushan culture (Dong, 2013).

Conclusions and Discussion

Based on the search for souvenirs under the cultural dimension of Lu Shan poetry, it can be found by searching for relevant information: Lushan's souvenir products are mainly local products, souvenirs, wood carvings and intangible “Venus Song Inkstone”. In the souvenir host market of Lushan, the unique natural landscape culture and cultural landscape cultural poetry should be used as symbolic design elements of the souvenir, and seek creative design from the cultural dimension of Lushan poetry. In this way, Lushan's souvenirs will be unique and commemorative to attract tourists and stimulate their purchasing and consumption habits. To realize the innovative design value of Lushan souvenirs the cultural dimension of Lushan Poetry, the practical implementation of innovative design value of souvenirs consists of four steps: Discovery of value, Re-estimate value, Value Matching and End of value. These are important and complement each other.

1. Discovery of value

In order to clearly understand the value basis of tourist souvenirs, it is first necessary to have a thorough understanding of the cultural background of Lushan, and it should not only be at the level of surface value, but also to be explored. Culture and culture, deepen the poetry of Lushan and discover the core values.

2. Re-estimate value

It is necessary to identify Lushan culture and poetry, identify the current core values of Lushan culture and poetry. Including the actual measurement of the value of souvenirs for tourists.

3. Value Matching

After Lushan has a comprehensive understanding and understanding of its own culture and poetic values, the next step is to understand and clarify the target consumers and set targets to match the value of tourist souvenirs with their needs. Of the target consumers

4. End of value

After matching the value of tourist souvenirs with the actual needs of customers, the value of tourist souvenirs should be expressed as a value that customers can perceive.

Guidelines of souvenir design 1) Design tourist souvenirs with unique characteristics of Lushan culture, such as memorial, culture, region, art, ornamental plants, portability, and create unique characteristics of Lushan poetry culture. 2) Combined with the small model design method, the cultural landscape of Lushan poetry has become the symbol of the small model and is used in jewelry design in the whole process, the three expressions of traditional, classical, and modern are used to create innovative designs. 3) Poetry maps and poetry picture books based on the concept of "Visit Lushan Mountain with Poetry", select landscapes that correspond to the poems, so that tourists can get a description of the landscapes in the poems. When browsing poetry maps and poems picture book, see Lushan Mountain with poetic feelings and experience Lushan Mountain in poetry.

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