

Green Ecological Design of Tourism Cultural and Creative Product Packaging

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ABSTRACT

Tourism is a flourishing industry that plays a significant role in promoting the national economy. The sector boasts of a plethora of cultural and creative products that are sought-after by tourists. However, many of these products are packaged without considering the "green" concept, which doesn't align with the current era's development. It is time for tourism cultural and creative products packaging to be guided by the "green" concept to enhance its design level and promote a healthier environment.

Keywords: *Tourism cultural and creative products, Packaging, Green ecological design.*

1. INTRODUCTION

With the rapid development of society and the economy, people's requirements for energy consumption are getting higher and higher. Various cultural and creative ideas have also emerged with the development of tourism. However, due to inappropriate product packaging design, damage to the ecological environment has been caused to some extent. In the context of the rapid development of the tourism industry, tourism cultural and creative products with rich cultural characteristics and practical significance are used as a carrier to convey important information about the destination to tourists. However, while promoting tourism development, it is also accompanied by problems. Nowadays, people pay more and more attention to long-term green and healthy growth and adopt green and ecological packaging methods in tourism cultural and creative products, which have been generally recognized and used by society. Therefore, when designing, how to choose packaging materials for tourism artistic and innovative products, and realizing design science and green ecological construction is a problem that the current tourism industry and packaging industry needs to solve.

2. THE VALUE OF TOURISM CULTURAL AND CREATIVE PRODUCT PACKAGING

The importance of packaging in the tourism culture and creative products industry lies in that packaging is an important factor in communicating the value of these products and their impact on tourists; packaging is not only a matter of aesthetics, but also of sustainability; packaging designed with a "green" concept can increase the value of the product while being beneficial to the environment.

2.1 *Attracting Consumers' Desire to Buy*

In the past, tourism cultural and creative products focused on the quality of the product, focusing on all the details, and neglected the design of the product packaging. They believed that only high-quality products could achieve good sales performance. But today, in addition to the product's practicality, it also pays attention to its appearance. Although the products appearing in the market are not high quality, they have exquisite packaging. The packaging patterns of these products attract customers' attention, and integrating these patterns with colors and patterns gives customers a strong shopping impulse. Good commodity packaging is the cornerstone of opening a commodity market and an essential and crucial part of spreading the consumer market.

2.2 Adding Value to the Product

Currently, many tourism cultural and creative products in China need to pay attention to their packaging, making them lack distinctive personalities in appearance, making them difficult to be remembered by customers. The value of a commodity lies only in its useful life but in whether it can integrate aesthetics. Although the green environment has just emerged in China, it has developed dramatically in the past two years. Many companies have applied it to their products to make them more valuable. Such an environment and elegant The environment will bring more added value to their new products, and the higher the added value, the more beneficial it is to their sales. As consumers' purchasing power strengthens, they also pay more and more attention to themselves.

2.3 Improving the Technological Content of Packaging

China's rapid development has provided many business opportunities for this industry, but it has also put forward new demands for it. Integrating multimedia technology into the design concept of green ecology is an issue everyone cares about. Combining technology and product packaging design will bring new vitality to tourism, cultural, and creative products. In this information society, product packaging design that includes science and technology has had a significant impact on consumers' emotions and thoughts, and science and technology have also brought significant changes to human life. Therefore, it is best to apply it to tourism and cultural creation. The packaging design of the product has had a significant impact on the consumer market.

2.4 Improving the Operational Efficiency of Tourism Cultural and Creative Enterprises

In the Internet age, the marketing and publicity of modern enterprises have also followed. With the rapid information and efficient publicity, the green ecological design concept has been favored by more and more tourism and cultural companies. Propagating product packaging design through various social media can effectively reduce market sales costs, improve the company's operating efficiency, increase the company's popularity, and promote the company's development and development. The implementation of this project will help to promote the application of concepts

such as "green", "ecology" and "culture" in the cultural and creative industry of China's tourism and cultural creativity, and help promote the development of cultural and creative industries, thereby promoting cultural and creative The development of the industry[1].

3. THE CONCEPT AND DESIGN FEATURES OF TOURISM CULTURAL AND CREATIVE PRODUCT PACKAGING

The concept of green eco-design is an essential element of contemporary tourism culture and creative product packaging.

3.1 The Concept of Green Ecological Design

Tourism cultural and creative products refer to products derived or extended from one or a certain category of tourism culture, that is, tourism cultural and creative products, which mainly reflect the characteristics of tourism culture derivatives in external forms of expression.

The design concept of "green ecology" is to add environmental elements in the design process to help determine the decision-making direction of the design. "Green" refers to the integration of environmental protection elements into all aspects of product development to reduce its impact on the entire life cycle, so as to achieve sustainable development of production and consumption.

Packaging design is a concept of packaging products, that is, packaging and styling industrial products. This is a new form or pattern of commodity packaging that has aesthetic value and is suitable for industrial production and its combination[2].

3.2 Design Features of Tourism Cultural and Creative Product Packaging

When creating packaging for tourism culture and innovative products, specific design features should be considered. By incorporating cultural and historical elements, the design can enhance the product's value and give visitors a unique experience. The design features of tourism artistic and creative product packaging should be sustainable, visually appealing, practical, and consistent with cultural and historical elements.

3.2.1 *Attention to Detail*

With the design idea of "green" and "ecology" as the core, designers have cleverly used the creative design skills of these details to create many "green" and "ecological" design concepts that are favored by the market.

3.2.2 *Emphasizing Innovation*

In today's era, this is an era of individuality. People no longer stick to common and unchanging ideas, but look for things that can reflect their personality and taste. The design concept is also constantly updated, and more personalized elements need to be added to fully reflect the aesthetic taste and individual preferences of consumers, so that it can meet the needs of users of different ages and form an effective product for the market. For example, the packaging materials of traditional products are mainly made of plastic, which does not look very beautiful; but now, some high-end products with green and environmental protection design concepts use small rust on the packaging, plus a layer of rust. Special coating and a layer of brushed metal, which can make the product look more clean. And this novel design constitutes a special aesthetic experience and charm.

3.2.3 *Emphasis on Crossover*

Now the term "crossover" is very popular, whether it is cars or clothing, they are all pursuing crossover. Naturally, there are also many designers who use the "cross-border" method to make cultural and creative tourism products achieve the expected purpose and achieve a win-win situation.

3.2.4 *Having a Sense of Technology*

With the continuous introduction and innovation of new technologies, materials, and techniques, the impetus to create green eco-design concepts continues. The application of high technology will cause technical changes. In the initial marketing stage, enterprises and designers mainly emphasized the appearance function of product packaging design. They were less sensitive to appearance, but with the continuous breakthrough of new technologies, materials, and processes, consumer readers can easily choose the expression that suits their personality for environmental and ecological creativity[3].

4. **SUGGESTIONS TO STRENGTHEN THE EFFECTIVE INTEGRATION OF GREEN ECOLOGICAL CONCEPT AND PRODUCT PACKAGING DESIGN**

More research and development on eco-friendly packaging is needed to find innovative solutions that are both practical and sustainable. The effective combination of green ecological concepts and product packaging design can enhance the formation of environmentally friendly and visually appealing packaging that promotes the value of tourism and creative cultural products.

4.1 *Adhering to Technical Principles*

The packaging of tourism cultural and creative products based on the principles of "usability", "operability" and "integrity" is based on the principle of "green".

The principle of operability is a method by which designers make final judgments on engineering design schemes based on human nature, aesthetics, culture, and accuracy.

Operability principles include two categories: objective operability and subjective operability. Objectivity refers to the need to fully face the objective requirements of the product's function, structure, and working principle, and to choose the appropriate color, material, and surface treatment process based on the needs of function, structure, and price. Subjective factors determine the designer's choice of color. On the basis of Fujie's regional characteristics, combined with regional characteristics, the creation of commodity packaging and image characteristics is carried out.

The principle of integrity refers to the combination of color ratio, material selection, appearance treatment and other technologies to achieve a unified effect[5].

4.2 *Strengthening the Concept of Green Ecology and Effective Suggestions for Product Packaging Design*

The concept of green ecology can be strengthened, and practical suggestions for product packaging design can be implemented, resulting in a more sustainable and environmentally conscious tourism culture and innovative product industry.

4.2.1 *Minimizing the Packaging of Tourism Cultural and Creative Products*

At present, with the change of people's living habits and concepts, they are pursuing a simple and superficial life. Therefore, when designing the packaging of tourism cultural and creative products, it is necessary to carry out simple packaging according to the characteristics of people's lives. The packaging of tourism cultural and creative products should highlight simplicity and lightness. Through the reduction design, the packaging system and volume can be effectively reduced, which is convenient for people to use. It can also recycle the packaging of tourism cultural and creative products, improve the utilization of resources, and implement green Ecological development concept The reduction design of tourism cultural and creative product packaging should not only reduce its energy consumption, but also return to the original purpose and give full play to its functions.

4.2.2 *Realizing Ecological Design for Tourism Cultural and Creative Product Packaging*

In the ecological design of tourism cultural and creative product packaging, the relationship between people and people should be correctly understood. There is a harmonious coexistence relationship between people and humans, and the green ecological design concept can guide this relationship into the design and production of tourism cultural and creative product packaging. Nature has provided many resources for human beings. People should use resources that have little impact on nature, such as straw and reeds, which are conducive to the realization of green ecological design and can also improve the value and image of tourism cultural creative products. In addition, many scenic spots have introduced edible packaging, which is the most environmentally friendly packaging available and can effectively solve the environmental impact of waste packaging.

4.2.3 *Realizing Localized Design for the Packaging of Tourism Cultural and Creative Products*

When designing the packaging of tourism cultural and creative products, we should pay attention to the original flavor of the packaging, highlight the regional culture and folk customs, so as to promote the region and shape the image of the

region, and increase the attractiveness to consumers. The woodland design of the packaging of tourism cultural and creative products can reduce the publicity cost of scenic spots, deepen the value and influence of tourism cultural and creative products, and promote the development of tourism economy[5].

5. CONCLUSION

In a word, there are abundant tourism, cultural, and creative products in China. However, many tourism cultural and innovative products are not packaged as a "green" concept, resulting in unreasonable packaging of the products. They cannot effectively match the development of the new era. Therefore, in the new generation, designers must design the packaging of tourism cultural creative products under this "green" concept to improve the design of its packaging and guide it to be more in a healthy environment.

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