

Research on the Cultural and Creative Brand Construction of She Nationality in Fujian from the Perspective of the Integration of Tourism Culture and Social

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Abstract:

The current situation of she cultural and creative products, the design and development of she cultural and creative products in Fujian is still in the initial and exploratory stage, the design and innovation of cultural creativity have not formed a system in terms of methods, and there are still some problems in many links such as the extraction and redesign of she elements in cultural and creative products. Collecting cultural relics or picture materials that can be used in she cultural resources through field investigation of she villages in various regions of Fujian. Summarize and classify the elements that can be used and developed in the traditional culture of She nationality in Fujian. Based on the traditional cultural elements of She nationality in Fujian, combined with the development status and trend of the integration of cultural industry and tourism industry, actively explore the ways and methods suitable for the construction of cultural and creative brand of She nationality in Fujian, and improve the quality and cultural content of cultural and creative products of She nationality in Fujian. With the help of Fujian she traditional culture marketing mode, actively promote the construction of Fujian she cultural and creative brand, further optimize the quality of Chinese creative products in Fujian she cultural tourism industry, enrich the types of cultural and creative products, and establish a good Fujian she cultural and creative brand image. She cultural and creative products contain the traditional culture of She nationality in Fujian and the excellent national spirit and folk customs of She nationality villages. Design and produce high-quality cultural and creative products to meet the needs of contemporary consumers, and deeply enrich the connotation and extension of she cultural and creative industry in Fujian; Actively implement the brand development strategy of cultural and creative products and build the cultural and creative brand system of She nationality in Fujian.

Keywords: *Fujian; She nationality, Tourism culture, Cultural and creative brand.*

I. INTRODUCTION

In recent years, the state has attached great importance to the protection of national cultural heritage, and strengthening the protection and utilization of cultural relics and the protection and inheritance of cultural heritage is an important part of strengthening cultural confidence; And as TABLE I, it shows that the state attaches great importance to the inheritance and development of national intangible cultural heritage. She novel songs, she costumes and she traditional festivals on March 3 are listed in the national intangible cultural heritage list, leaving a beautiful chapter in the history of Chinese culture. The She nationality is mainly distributed in the mountainous areas of East China provinces such as Fujian and Zhejiang. Among them, the total population of She nationality in Fujian accounts for more than half of the total population of She nationality in China, ranking first in the country. "Large dispersion and small settlement" is the main feature of its distribution. After thousands of years of development and inheritance, Fujian she civilization has formed a colorful she traditional cultural system. Through the extraction, integration and innovative design of the traditional cultural elements of She nationality in Fujian, create a high-quality cultural brand, design and produce she cultural and creative products that meet the needs and likes of modern people; Expand the consumption fields involved in she cultural and creative products and cultivate more growth points of she traditional cultural consumption. So as to bring certain economic benefits to the She people in she villages in Fujian, so as to stimulate the economic growth of she rural cultural and creative industry, accelerate the development into she traditional cultural and creative industry, create a "cultural ecological chain" suitable for the survival and development of she cultural and creative brand institutions, and contribute to the growth and expansion of she traditional cultural and creative industry The shaping of she cultural and creative brands creates a good platform and environment.

TABLE I. The state protects and promotes national cultural innovation from the legal and policy levels

Policy directory	Time	Relevant policy contents of this paper
Law of The People's Republic of China on Intangible Cultural Heritage (Order No. 42 of the president of the people's Republic of China)	2011	Through legislation, protect various traditional cultural expressions handed down from generation to generation and regarded as an integral part of their cultural heritage, as well as physical objects and places related to traditional cultural expressions
The General Office of the CPC Central Committee and the general office of the State Council issued the opinions on Further Strengthening the protection of intangible cultural heritage (2021)	2021	Improve the representative inheritor system; Improve the regional overall protection system; Improve the inheritance and experience facility system; Improve the theoretical research system
Notice of the General Office of the State Council on transmitting the revitalization plan of Chinese	2017	Take traditional crafts as the focus of the implementation of the training program for the inheritors of China's intangible cultural heritage;

traditional crafts by the Ministry of culture and other departments (GBF [2017] No. 25)		Strengthen the discipline construction and theoretical and technical research related to traditional technology; Improve the design, manufacturing level and overall quality of traditional craft products; Strengthen the overall protection of cultural and ecological environment Protecting and inheriting cultural heritage; Nourish literary and artistic creation; Integrate into production and life. Pay attention to the combination of practice and cultivation, demand and supply, form and content, and better integrate the connotation of Chinese excellent traditional culture into all aspects of production and life
Opinions on the implementation of the inheritance and development project of Chinese excellent traditional culture (2017)	2017	
Reply of the State Council on Approving the establishment of "cultural and Natural Heritage Day" (Guo Han [2016] No. 162)	2016	Establish a cultural and natural heritage day, increase the responsibility of legal protection, and enhance the innovation of the cultural industry
Notice of the State Council on strengthening the protection of cultural heritage (GF [2005] No. 42)	2005	Rescuing precious intangible cultural heritage; Establish the intangible cultural heritage list system; We will strengthen the protection of ethnic minority cultural heritage and cultural ecological areas
Opinions of the general office of the State Council on strengthening the protection of China's intangible cultural heritage (GBF [2005] No. 18)	2005	Strengthen the research, identification, preservation and dissemination of intangible cultural heritage; Establish a scientific and effective inheritance mechanism of intangible cultural heritage

The state promotes the protection, inheritance and innovation of intangible cultural heritage through legislation and policies, and most of the product protection of intangible cultural heritage comes from ethnic minorities, such as she and Miao. They all have very rich and valuable materials such as technology, clothing, culture and products, although the value is very high, However, the current products can not meet the needs of the current market and do not meet the modern aesthetic needs. Therefore, intangible cultural heritage protection and brand innovation are promoted at the national level.

II. MATERIALS AND METHODS

With the development of China's national cultural industry and the development of tourism resources with national characteristics, improving the soft power of national culture and the influence of national traditional culture have entered the new normal. The development of cultural and creative industries based on national traditional culture are facing transformation and upgrading and the goal of becoming strategic

emerging industries of all nationalities. As a national cultural symbol and an important cultural and creative industry, she traditional culture has rich cultural value and practical significance.

The integration of she cultural industry and tourism industry in Fujian is affected by many factors. The main factors can be summarized into three aspects: first, the integration of culture and tourism meets the needs of the innovative development of she traditional culture and has a certain inevitability; Second, the demand of consumers of she cultural and creative products is the promotion of the external force of cultural and tourism integration, and the adjustment of the internal structure of she cultural industry and tourism industry and the transformation of development ideas are the basis and conditions for promoting integration; Third, the support of national policies, the favorable policy drive of Fujian governments at all levels and relevant departments, the innovation and development of she traditional culture and the technical support related to informatization have created good conditions for its development.

In short, the technological innovation of cultural and creative industries has provided assistance for the organic integration of she cultural tourism industry, and the national support policies and institutional conditions have provided external support. Give full play to the advantages and characteristics of she traditional culture, realize the industrialization of she traditional culture, promote the inheritance and dissemination of excellent traditional culture, and meet the needs of contemporary tourism consumers for cultural and creative products of she traditional culture.

Brand is determining the choice of consumers. As Riley Wright, President of the American brand value society, said: "the only way to have a market is to have a brand that occupies a dominant position in the market." [1] The construction of she cultural and creative brand in Fujian is conducive to the organic integration of she cultural industry and tourism industry, and provides a new development direction for it; Relying on the she cultural industry and tourism industry in Fujian, build a series of she cultural and creative brands and actively implement the brand leading strategy.

From the perspective of the demanders of cultural and creative products, unique and iconic cultural and creative products will be favored by consumers. It is consumers' higher and higher requirements for cultural and creative products, which speeds up the brand construction of cultural and creative products and better meets the growing needs of consumers of creative products. The construction of cultural and creative brand of She nationality in Fujian can deeply tap the available resources in the traditional culture of She nationality and realize the living inheritance and contemporary value of the traditional culture of She nationality; It can integrate the existing creative and cultural industries, realize the brand development of she creative industries in Fujian, and speed up the transformation and upgrading of cultural and creative industries. The core of Fujian she cultural and creative brand lies in the symbols of she traditional culture. Only by implanting the most representative symbolic elements of she traditional culture into all links of cultural and creative brand construction, can Fujian she cultural and creative brand stand out among many cultural and creative brands and be recognized by consumers.

Under the development trend of cultural tourism integration, fully tap the traditional cultural resources of She nationality in Fujian, establish the cultural and creative brand of She nationality, create the cultural and creative brand image of She nationality, promote the rapid development of cultural industry and tourism industry related to She nationality's traditional culture in the market competition, and make the brand strategy become the power engine and strategic focus in the inheritance and development of She nationality's traditional culture.[2]

□

2.1 Development Status and Development Advantages of She Cultural and Creative Products in Fujian

In recent years, with the guidance of the state and the support of relevant departments and organizations, the development and design of cultural and creative products of She nationality in Fujian has been gradually carried out. The development of she cultural and creative products has promoted the protection and inheritance of she intangible cultural heritage in a certain sense, but there are still many problems. Deeply excavate the value connotation and design elements of she cultural resources in Fujian, widely apply a variety of carriers and forms of expression, and develop cultural and creative products that are both practical and artistic and meet the consumption needs of modern people.

2.1.1 Development status of cultural and creative products of she nationality in fujian

At present, the she cultural and creative products have improved and broken through in quality and involved fields, which has brought a new mode and direction for the inheritance and protection of the she traditional culture; Nevertheless, the design and development of she cultural and creative products in Fujian is still in the initial and exploratory stage, the design and innovation of cultural creativity have not formed a system in terms of methods, and there are still some problems in many links such as the extraction and redesign of she elements in cultural and creative products.

First, the connotation of product culture is insufficient. When the cultural and creative products of She nationality sold and displayed in the market are not enough in terms of cultural connotation, cultural and creative products can not well tell the historical stories, national culture and art of the She people in Fujian; The innovative potential of using she cultural elements for cultural and creative product development and design needs to be stimulated again. Fujian she cultural and creative industry has not been paid enough attention, there are few relevant financing channels, and there is not enough funds for innovative research, which leads to the lagging development of Fujian she cultural and creative industry and can not keep up with the pace of the times.

Second, the product is more decorative than practical. In terms of appearance design, she cultural and creative products mainly consider decoration. For example, she embroidery pattern and color belt pattern collage are the main characteristics, resulting in the uniformity of color and graphics of she cultural and creative products, lack of innovation, and can not well meet the aesthetic needs of modern cultural and creative consumers; Although most she cultural and creative products on the market retain the traditional cultural and artistic style of the She nationality, they can not reproduce the lifestyle of the She people in

Fujian and meet the needs of the She people and consumers. In addition, the modern she people are increasingly sinicized, have a weak awareness of the inheritance and protection of national traditional crafts, and it is difficult to carry out innovation and development.

Third, product process integration. By visiting the she cultural and creative fairs in Ningde City, Longyan City and other places in Fujian Province, it is found that most of the she cultural and creative products currently displayed and sold are machine-made or mass-produced. It is difficult to find traces of traditional technology in the manufacturing process of she cultural and creative products, and lack the warmth of traditional handicrafts. She cultural and creative fairs are mostly concentrated in she counties or she towns. Due to regional factors, except for fewer tourists on holidays and limited sales of cultural and creative products, it is difficult to achieve the industrialization of cultural and creative products; There are few original products, which are similar to the types of cultural and creative products of other nationalities, and the brand awareness is not strong; Lack of brand and creativity of high-quality cultural and creative products, and need to be standardized in the connection of a series of links such as production process, production mode and subsequent sales. The use of network marketing and brand promotion is not mature enough, and the whole sales process of she cultural and creative products is not considered with the help of Internet + thinking and big data to form a Fujian she branded creative industry chain.

Generally speaking, the current cultural and creative products of She nationality in Fujian lack the cultural creativity that cultural and creative products should have, and have poor interaction, weak enlightenment and low interest. Even some products still have the meaning of preaching, which is far from the expected value of consumers. The main factors can be attributed to the disharmony and mismatch between artistry and practicability. There are few products perfectly combined with them, and the homogenization of most she cultural and creative products is particularly serious, which does not meet the psychological needs of contemporary consumers.

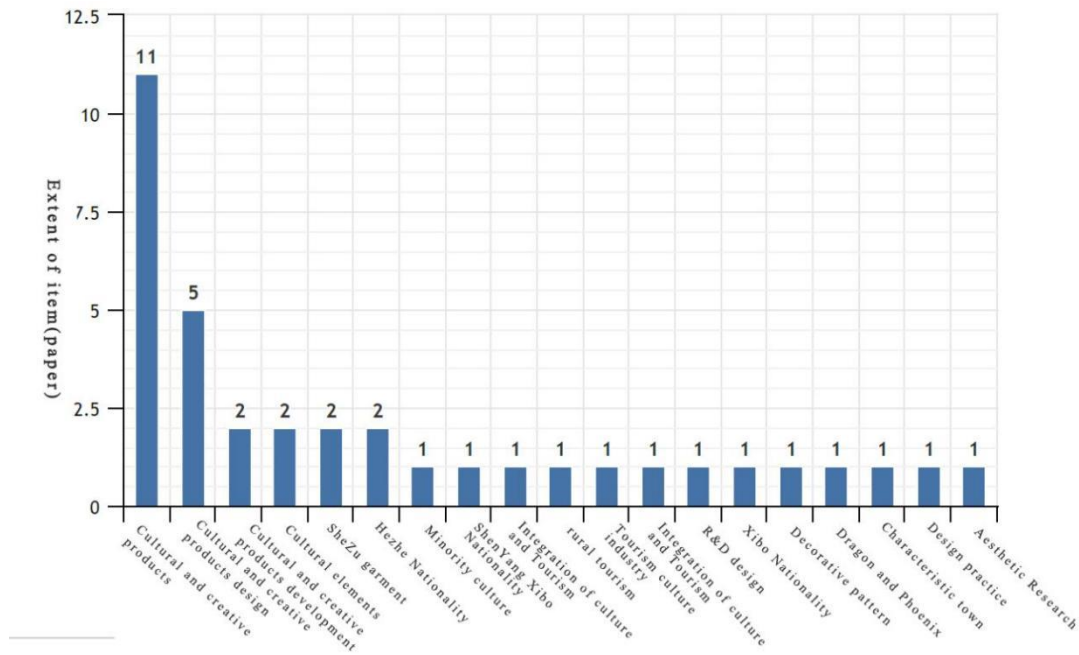


Figure.1 Visual analysis chart with she cultural creation as key words

In CNKI database, researchers searched 20 effective literatures with Shezu cultural creation as the key words, and conducted visual analysis. As shown in Figure 1, it can be seen that most of the research is cultural creation product development and design, and there is no theoretical research on she cultural creation brand. At the same time, the Research of this subject is more valuable, It also has the properties of top-level design. At the same time, as shown in Figure 2, the attribute of literature research further explains the lack of she cultural and creative brand strategy research and the importance of brand strategy research.

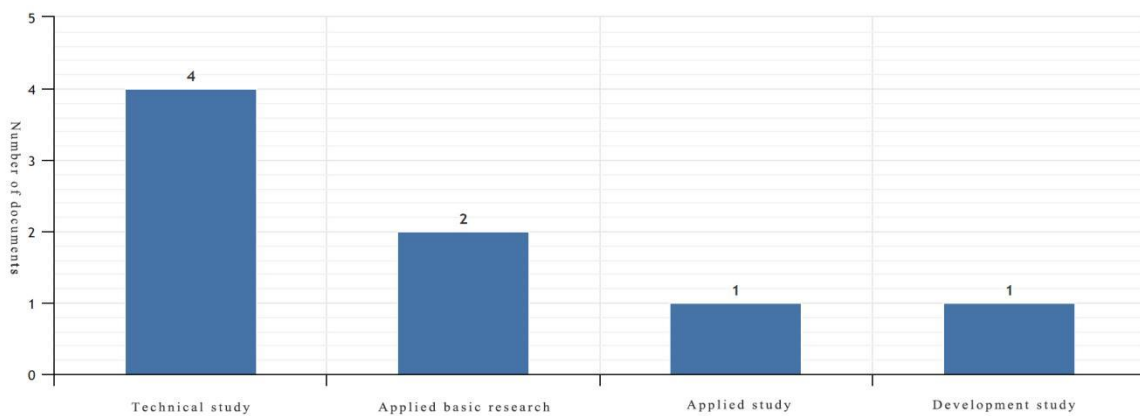


Figure.2 Attribute analysis of literature research

2.1.2 Development advantages of cultural and creative products of She nationality in Fujian

At present, driven by the new strategy of culture and tourism, promoting the development of regional cultural brands is an effective way to successfully shape cultural brands. Fujian She nationality villages are rich in ethnic characteristic tourism resources and profound national cultural accumulation, which provides high-quality resources and power for the shaping and development of Fujian She nationality cultural and creative product brands. With the attention of relevant national departments to the traditional culture of the She nationality and the publicity and promotion to the outside world, the tourism resources of the She Nationality Village are bound to be developed and utilized, accelerate the organic integration of the cultural industry and tourism industry of the She Nationality Village, promote the formation and development of the cultural and creative brand of the She nationality, and promote the content expressed by the cultural and creative brand of the She nationality to be more comprehensive; It has injected new vitality into the transformation and innovation of she cultural achievements, great changes will take place in cultural and creative industries, and the development of she cultural and creative products also has a new direction.

First, the advantages in tourism resources: there are more than 500 she villages in Fujian Province, all over the urban areas of Fujian Province. Among them, Fuda village, Pinghu Town, Gutian County, Ningde City, banyueli village, Xiapu County, Canghai village, Qingshui she Township, Yong'an City, Sanming City, and taliyang village, Feizhu Town, Luoyuan County, Fuzhou City were selected into the list of Chinese traditional villages. The beautiful natural scenery of she villages provides good objective conditions for the development of tourism with national characteristics. She people basically live in mountainous areas with beautiful ecological environment, so she people will affectionately call themselves "shanha"; The materials required for the she traditional buildings come from the natural environment where the She people live, which well reflects the architectural concept of harmonious coexistence between man and nature. At the same time, from the location, design and structure of the she traditional buildings, it can be seen that the She people hope to integrate their buildings with nature and increase people's interest in life and beautiful pursuit. For example, Ningde area is close to mountains and rivers. The She nationality in this area actively explore local characteristic tourism resources and industrial resources with the help of regional advantages. Through the development of cultural and tourism resources, it has brought unprecedented opportunities to the tourism industry of the she village, and the market prospect is very broad.

She village has rich cultural heritage and unique national natural landscape, especially she folk culture tourism resources, which are unique and have great potential for development and utilization. For example, the traditional costumes of She nationality are gorgeous, and the patterns are rich and full of beautiful meanings; She embroidery is exquisite and exquisite, which shows the pursuit and yearning of the She people for a better life. She songs have a wide range of themes and simple and natural lyrics, which convey the praise of She people for their national culture and hometown. The She people retain and inherit their traditional sports and competitive activities. Activities such as "playing size", "playing firewood mallet" and riding seahorse are long-standing sports activities among the She people. She ethnic festivals are also

very representative. The "March 3" of the lunar calendar, the "dragon sealing Festival" and the October festival to King Dobe are grand, warm and full of She ethnic characteristics. During the festival, tourists can really integrate and experience the regional customs of She ethnic customs.

Second, advantages in cultural industry: with the attention and support of the state and relevant departments in Fujian, the she cultural industry in Fujian has made great progress in recent years. Great breakthroughs have been made in the innovative development of She nationality's characteristic diet, She nationality's medicine, She nationality's technology, She nationality's clothing and She nationality's cultural heritage. In recent years, in order to create the characteristics of She nationality, Fujian She nationality villages have established a number of She nationality cultural inheritance studios and handicraft workshops, involving all aspects of the She nationality traditional culture industry.

The development of food culture with she characteristics is mainly carried out in the form of she flavor restaurant, she wine, she local specialties and so on. So that tourists can taste the unique food of she family in she village and feel the local customs and health culture behind the food. In the aspect of she medicine, create a she medicine technology inheritance and R & D studio, improve the she traditional medicine technology with advanced technology, cultivate the required Chinese herbal medicine with modern planting methods, and actively build a well-known brand of she medicine; We have conducted in-depth cooperation with many pharmaceutical manufacturers and universities in Fujian, organically integrated industry, University and research, and jointly committed to the inheritance and innovation of She nationality medicine.

In terms of She nationality crafts, many workshops have been set up to make handicrafts by using the traditional skills of She nationality, especially She nationality bamboo weaving, She nationality silver jewelry, She nationality ribbon and other handicrafts, which have been recognized and praised by consumers and are in short supply. In terms of She ethnic costumes, she ethnic costumes, as the most distinctive national symbol of She nationality, have high recognition in color and pattern. In order to meet the needs of She people and consumers, she ethnic costumes are also constantly innovating and developing, and have been improved and optimized in fabric and manufacturing technology, The she national costume culture has been vigorously publicized and promoted through national festivals and events related to the innovative design of she national costume, and the she national costume industry has made great progress.

In addition, the innovative development of she cultural heritage and the industrial chain with folk characteristics have also taken shape. For example, she novel songs, she folk songs, she costumes and she traditional festivals on March 3 are listed as national intangible cultural heritage, which makes she leave a beautiful chapter in the history of Chinese culture. Chinese she palace, she Museum and other institutions have carried out innovative design and development of cultural and creative products with the collection of the exhibition hall as an element. She villages have established special folk performance institutions or organizations to perform characteristic cultural programs such as she wedding and bonfire party for tourists.

2.2 Strategic Value of Cultural and Creative Brand Construction of She Nationality in Fujian (Sub-Heading 2.2)

Under the environment of the integration of tourism culture and social psychology, Fujian she cultural and creative products are facing brand construction and promotion. The construction of she cultural and creative brand needs to integrate the elements of she traditional culture to obtain personalized strategic positioning. In view of the new needs and joys of cultural and creative consumers, the innovative application and dissemination of she traditional cultural elements in the brand construction of cultural and creative products will bring extremely important value promotion and significance. While allowing cultural and creative consumers to obtain cultural confidence and cultural needs, the inheritance, protection and innovative development of she traditional culture is a new direction, new layout and new strategy, At the same time, strengthen the recognition of cultural and creative consumers for the brand of She nationality in Fujian, and feel the evolution process, economic situation, national customs and aesthetic concepts of She nationality through she cultural and creative products. Relying on the traditional culture of She nationality to build cultural and creative brands has important cultural value, economic value and ecological value.

2.2.1 Highlight cultural value by relying on advantageous resources

She cultural and creative products have unique national cultural connotation. Measured from the "material" aspect, she cultural and creative products are not only a handicraft, but also a symbolic symbol of the embodiment of she traditional culture. Both its shape and production technology condense the wisdom of creation in she traditional culture and the design concept of Contemporary designers. Using the high-quality cultural and tourism resources of She nationality in Fujian, the regional characteristics and folk customs of She nationality are well reflected from the aspects of production materials, pattern application, publicity and promotion of she cultural and creative products.

For example, the cultural and creative products of the She nationality, which rely on the patterns of the She nationality's traditional costumes for innovative design, mostly have even patterns, such as two phoenix and two magpies, which contain the idea of the She nationality's traditional good things in pairs, the yearning for a happy life and the worship and awe of the beautiful things of nature; Another example is the dragon and Phoenix embroidery pattern used by the designer in the cultural and creative products of the She nationality, which vividly and vividly shows the materialized design of the She people's worship of their ancestors, and also reflects the free and bold innovation in the dress pattern design after the She people get rid of the oppression and bondage of the feudal society.[3]It perfectly deduces the cultural value and national spirit contained in the traditional culture of She nationality, which is worthy of our promotion and inheritance; It widens the channels for the development of she cultural and creative products and external publicity . While protecting and inheriting, developing and utilizing, we should deeply understand the contemporary value of the she traditional culture, so as to grasp the core purpose and direction in the development and innovation of she cultural and creative products. In order to better explore the effective forms and methods of she cultural and creative brand construction, and achieve the purpose of innovative

inheritance and ecological development of she traditional culture.[4]

2.2.2 Improve the market system and dig deep into economic value

To realize the brand construction and high-quality development of she cultural and creative industry in Fujian, first of all, it needs the comprehensive support of governments at all levels and relevant departments to enhance the development power and resource support of she cultural and creative industry. From the overall perspective, strengthen the position and value of the she cultural and creative brand construction in the cultural and tourism industry and rural revitalization, incorporate the she cultural and creative brand construction into the overall strategic plan for the innovation and development of she villages, and help the development of cultural and creative industries through the she cultural and creative brand construction. Secondly, the dominant position of she cultural and creative brand construction in the development of the tertiary industry of she villages should be clarified, and the foundation for the development of she cultural and creative brand should be consolidated through the effective shaping of she ecotourism; Thirdly, strengthen the education and training of she cultural and creative practitioners, let them understand the value and significance of she cultural and creative brand construction, change the current development concept and business philosophy, form the internal force of she cultural and creative brand construction, and effectively enhance the endogenous driving force of she cultural and creative brand development. Finally, she cultural and creative brand building can provide consumers with high-quality cultural and creative products and other services with its unique cultural industry and tourism resources, so as to realize collective wealth creation in Rural Revitalization and development. Only by effectively increasing the disposable income of cultural and creative practitioners and she people can we realize the sustainable operation of brand management and continuously form a driving force for local economic development, Realize the economic value of she cultural brand construction.

2.2.3 Improve people's livelihood environment and create ecological value

The cultural and creative brand construction of She nationality in Fujian should rely on the cultural and tourism industry. Only the good development of cultural and tourism industry can provide organic ecological kinetic energy for the cultural and creative brand construction of She nationality. Through the she cultural and creative brand management and construction, realize the organic combination of the natural environment, cultural environment and production environment of the she village, and internalize the ecological cultural and tourism characteristics into a part of the she cultural and creative brand, which is not only the original intention of the she cultural and creative brand construction, but also the main value pursuit and development direction in the brand construction and management of the she cultural and creative products.

In the process of she cultural and creative brand construction, we strive to highlight the high-quality ecological environment characteristics and distinctive she customs of she villages, provide consumers with high-quality she folk custom experience and services, and drive consumers' consumption of she cultural and creative products, so as to achieve the same development of cultural and tourism industry and she

cultural and creative brand. In the process of building the she cultural and creative brand, it can also promote the local residents to spontaneously re recognize the cultural environment of the she village, so as to improve their awareness of the protection of the natural and cultural resources of the she village, and enhance the local residents' confidence in the ecological construction of the she village. Through the construction of she cultural and creative brand, we can realize the high-quality development of she cultural and creative industry and the improvement of social influence.

2.3 Fujian She Cultural and Creative Brand Construction Ideas and Strategies

2.3.1 Integrate she elements to realize design innovation

For the innovation of she cultural and creative products, designers not only need clear design information and relevant knowledge, but also need a specially constructed innovative design system to trigger accidental discovery. [5] The most important thing is to rely on the existing she tourism resources in Fujian and take the cultural industry as the carrier to explore traditional national elements, stimulate innovation potential and create a unique cultural and creative brand. The innovative design of she cultural and creative products and the creation of cultural and creative brands are powerful drivers to attract tourists to consume in the contemporary tourism market. The design concept and cultural implication of she cultural and creative products are the key to impress consumers. Product innovation and brand building can attract more tourists to consume, Realize the common development and prosperity of she cultural industry and tourism industry in Fujian.

National cultural and creative brands deepen buyers' experience of cultural and creative products and enhance the national cultural connotation of cultural and creative products.[6] If she cultural and creative products want to become a well-known brand in the cultural and tourism industry, first of all, in terms of element selection, the selected she elements must have obvious she characteristics, high recognition and accurate element extraction and summary. Secondly, in terms of design content, she cultural and creative products should have the traditional cultural heritage of She nationality, rich and diversified types of cultural and creative products, accurate moral communication of cultural and creative products, product form in line with the aesthetics of contemporary consumers and meet the needs of consumers of different ages and levels. Finally, in terms of product marketing, she cultural and creative products have high-quality she traditional cultural content, and the products are original in modeling design. The types of products cover clothing, fashion crafts, stationery books and so on.

For example, the second China ethnic minority (she) handicraft design competition was held in 2018. Many high-quality she cultural and creative products emerged in this competition, covering the she ceramic art category, see Figure 4 (Lei Huixian's works) and the she silver jewelry category, see Figure 3 (Zhu Xiaoyan's works), she ethnic decoration category and other five categories, with rich types, wide themes and excellent production, expand the audience of She ethnic cultural and creative products, and make more consumers pay attention to or consume She ethnic cultural and creative products; in addition, the innovative concept of cultural and creative products or product form, color and pattern pattern may

become factors that consumers pay attention to or like, Then it expands the audience of she cultural and creative products.



Figure 3. Gold award work "dance of Phoenix"



Figure 4. Gold award work "pure silver Phoenix hollowed out silver suite"

2.3.2 Create she characteristic network red cultural and creative products

When designing cultural and creative products of She nationality in Fujian, we should deeply tap the characteristic elements of She nationality's traditional culture. Cultural and creative products should keep improving in the production process, and strive to create a popular product of she cultural and creative brand with high quality, deep connotation, beauty and practicality. Thus, the research on the theory and

method of cultural and creative product design has been deeply developed. For example, pattern design has always been a hot cultural element that cultural and creative product designers are good at using, because pattern design elements are relatively easy to be transformed into graphic language and concrete design. However, it should be noted that the application of pattern cases to cultural and creative products is not a simple listing, stacking and reproduction of the she traditional pattern cases. The traditional pattern case of She nationality comes from the development and evolution of she culture. Firstly, it is necessary to sort out and analyze the origin of the selected pattern case elements, and deeply excavate the historical, cultural and artistic connotation of She nationality behind the pattern case. For example, the designer uses the she ribbon element to design the shoelaces and watch straps, which reflects the characteristics and moral of the she traditional culture in terms of pattern, color and production skills. As explained by the designer: for thousands of years, the she women have determined their life with color ribbons. Nowadays, it is also feasible to change the "belt" for reform. Cultural and creative products are endowed with the color of specific national symbols. In addition to meeting the practical needs of consumers, beauty and beautiful moral have also been accurately displayed, as shown in Figure 5 (cool Victor works of zcool station).



Figure.5 She nationality element band

In addition, the shaping of wanhong cultural and creative brand also needs to carry out multi-channel promotion with the help of the current popular we media platform or she cultural inheritance and communication institutions and individuals, so as to highlight the characteristics of the times of "culture and technology". Exquisite products and effective publicity will attract the attention of a large number of consumers; The creation of wanhong cultural and creative products can, on the one hand, publicize the tourism and culture of she villages, on the other hand, drive the development of local cultural and creative industries, increase the economic income of She people and improve the industrial structure of she villages.

2.3.3 Focus on launching a series of she cultural and creative products

After the "popularity" of cultural and creative products, it will bring a large number of consumers. In

view of this, we can quickly launch series products to meet the needs of the consumer market. Through the series design and production of she cultural and creative products, accelerate the heating up of she cultural and creative brand, and promote more cultural and creative products and brands to be recognized by everyone in the shortest time, so that the she brand will become more and more famous and the cultural and creative industry will become bigger and stronger. Designers need to explore and acquire new design concepts through the visual representation of reference materials and related visual experience.[7] Based on this, certain methods and principles should be mastered in the series design and production of she cultural and creative products, which can be summarized as follows:

First, the theme and connotation of a series of she cultural and creative products should be unified. Cultural and creative product designers need to analyze the selected she elements from multiple dimensions and all directions to design a series of cultural and creative products, and the she traditional culture conveyed by the selected she elements should also be accurate. The cultural and creative products of She nationality designed in this way will give consumers a sense of serialization. For example, the designer has designed a series of cultural and creative products of "divine bird Phoenix" according to the Phoenix totem of She nationality. Through diversified design and reconstruction of the shape and color of Phoenix, it shows the beautiful implication and national charm of Phoenix totem in the traditional culture of She nationality, as shown in Figure 6 (Works by Hui Xuan and Zhao Qin).

Second, the most prominent feature of the series of cultural and creative products is the continuity of the products. Therefore, the series of she cultural and creative products need to enable consumers to find the relationship between each other in each product, which can be the connection of a certain element or the product of multi-element integration, and strive to maintain the same serialization and their own characteristics of each product, so as to meet the diversified experience and feelings of consumers. The introduction of serial cultural and creative products is more conducive to the formation and development of cultural and creative brands. This "relevant innovation" will bring twice the result with half the effort to the shaping of she cultural and creative brands.

Third, when a series of she cultural and creative products enter the market, we should timely collect the suggestions fed back by consumers, integrate and improve the suggestions in time, and apply them to the subsequent development and production of series products. In this way, she cultural and creative products can shape well-known brands and enhance the reputation of she cultural and creative brands in Fujian.



Figure.6 Design of cultural and creative products of she cultural symbols

III. CONCLUSION

She cultural and creative products contain the traditional culture of She nationality in Fujian and the excellent national spirit and folk customs of She nationality villages. They are an important part of driving the ecological development of local tourism, cultural industry and creative industry. For how to better build the brand of she cultural and creative products in Fujian, this paper combs in detail the tourism resources and cultural industry advantages of she villages in Fujian, focuses on the construction ideas and Strategies of she cultural and creative brands in Fujian, puts forward the design concept of cultural and creative products in the new era, and analyzes the design methods and innovative ideas of she cultural and creative products in combination with classic cases, Promote the good development of Fujian she cultural and creative products through the organic combination of tourism and culture, actively build Fujian she cultural and creative brands, drive the development and inheritance of local economy and national culture, and embody the cultural and economic value of she cultural and creative products;At the same time, the construction and promotion of she cultural and creative brand is also the perfect embodiment of the contemporary value of she traditional culture, so as to attract the attention of more she traditional cultural groups, stimulate their interest in she traditional culture and she village folk customs, better study and inherit she traditional culture, and finally realize the contemporary value and innovative inheritance of she traditional culture in Fujian.

ACKNOWLEDGEMENTS

This research was supported by Acknowledgements: Fujian Provincial Social Science Planning Project (Project Title: Research on Digital Protection and Living Heritage of Fujian She Intangible Cultural Heritage in the New Era; Project No. FJ2020C053); Sanming College Curriculum Civics Education Teaching Reform Project (Project Title: Innovative Research on Animation Short Film Creation Education under Curriculum Civics Concept; Project No. KC22X13); Sanming College Education Teaching Reform Project (Project Title: Teaching Reform and Practice of Animation Short Film Creation Based on Flipped Classroom Teaching Mode; Project No. J2010215).

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