

The Development Model of Tourist Souvenirs Based on Cultural Structure

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Abstract:

There is still a lack of sufficient scientific understanding and theoretical research on the essential characteristics, value characteristics, and origins of tourist souvenirs. This paper adopts the speculative research method and based on the theoretical thought of cultural structure, points out that tourist souvenirs constitute their core value characteristics by distinguishing, remembering, and publicizing, corresponding to the cultural roots of their value characteristics formed by material culture, institutional culture, and spiritual culture, and points out The cultural depiction of tourist destinations is the essential feature of tourist souvenirs; further, the pattern analysis method is used to construct the cultural structure model of tourist souvenir development, and it is pointed out that the systematic mining and utilization of different structural elements of regional culture is the core idea of tourist souvenir development. The development framework below includes focusing on innovative utilization and reflection of regional material culture, emphasizing authenticity and restoring or expressing regional institutional culture, and focusing on presenting and disseminating regional spiritual culture. This research provides a theoretical basis for the research and a reference for the practice of regional cultural tourist souvenirs development.

Keywords: *Tourist souvenirs, Cultural structure, Value characteristics, Essential characteristics, Development mode.*

I. INTRODUCTION

Relevant experts of the International Tourism Organization believe that the percentage of tourism commodity sales revenue in the total tourism revenue is one of the criteria for evaluating the maturity of a region's tourism industry [1]. As an important part of tourism economic benefits, tourism commodity sales directly affect the level of tourism foreign exchange earnings and play an important role in promoting the regional commodity economy, which has attracted more and more attention from the government, enterprises, and academia [2].

In the literature research, it is found that the actual performance statistics of tourism commodity sales are quite different. At the beginning of the 21st century, Chen Aimei (2007) pointed out that in countries and regions with relatively developed tourism, tourism shopping revenue generally accounts for more than 40% of the total tourism revenue, such as Singapore accounting for 59.6%, the United States accounting

for 54.7%, and France accounting for 59.6%. 52.1%, China Hong Kong Special Administrative Region accounted for 49.6%; even in developing countries with tourism, the proportion of tourism shopping income is generally more than 20% [3]. However, during the same period, according to the results of a survey conducted by the Overseas Office of China National Tourism Administration (2006) on the proportion of tourism commodity sales in the host country (region) to the total local tourism revenue, the proportion of tourism commodity revenue in the total tourism revenue in developed countries is generally 1. Below 20%, the highest in the United States and Canada is 16%, Japan is 14%, Australia is 13%, France is 11%, and Spain is only 6%. Hong Kong, China is an extremely special case. The proportion of total income is as high as 55.9% [4].

For the different understanding of the actual statistical results, of course, there is the influence of inconsistent statistical methods or statistical indicators and their standards, but the most important factor is the lack of a unified understanding of the connotation of tourism commodities, which leads to various regions and subjects. The delineation of the scope is quite different. But no matter what the reason is, people from all walks of life have the same concern and emphasis on the importance of tourism commodities. Moreover, attention to the development of tourism commodities should not be entangled in the scope and proportion of the statistical level but should pay more attention to the quality improvement and sustainable development of the core content of tourism commodities.

Tourist souvenirs are the core part of tourist commodities [5]. This view is the consensus of people from all walks of life. Paying attention to the high-quality sustainable development of tourist souvenirs is the key to promoting the prosperity and development of the tourist commodity market. According to the results of the "Sampling Survey of Inbound Tourists" carried out by China's tourism administrative department for many years, souvenirs account for more than 40% of the proportion of inbound tourists' travel merchandise shopping; more than 55% of inbound tourists' purchase intentions focus on tourist souvenirs" culturally distinct." This result also verifies once again that culture is the core of tourism, and the integration of culture and tourism is the key to the sustainable and healthy development of the tourism industry. According to the 2018 survey by the United Nations World Tourism Organization, about 37% of global tourism activities involve cultural factors, and the number of tourists in cultural tourism is increasing at a rate of 15% every year. It can be seen that the integration of culture and tourism industry has become a major factor trend. The integration of culture and tourism can promote the high-quality development of the tourism industry. It is the main direction of the transformation and upgrading of the tourism industry, and it is also an issue that should be paid attention to in the development of tourism commodities and tourist souvenirs. The systematic and in-depth study of the development of tourist souvenirs from the perspective of culture is a scientific direction that meets the needs of tourism development.

The research on tourist souvenirs from a cultural perspective is short and the results are not rich. In the early 1980s, some scholars pointed out that tourist souvenirs, as cultural carriers, could help tourists retain their travel memories [6], and briefly expounded on the connection between tourist souvenirs and local culture; during the 1990s, some scholars further pointed out that tourists with different travel experiences

have different understandings of the connection between tourist souvenirs and local culture [7], and made a preliminary exploration from the perspective of anthropology; in the 21st century, scholars pay more attention to the consumption behavior of tourist souvenirs, to analyze the influence of local culture from the perspective of tourists' purchase behavior [8]; in recent research, more scholars have paid attention to the integration of different themed cultures in the development of tourist souvenirs [9], and a few scholars have begun to explore the use of advanced science and technology in the development of tourist souvenirs. The impact of the application on cultural and moral aspects [10] and so on. Generally speaking, the academic circles pay more and more attention to the relationship between tourist souvenirs and culture and have carried out relatively abundant research from various perspectives, but in-depth research from specialized cultural theories is still relatively scarce. This paper attempts to do this from the perspective of cultural structure uses the idea of cultural hierarchy to explain the value composition of tourist souvenirs and explores a new model of tourist souvenir development.

II. METHODS

Firstly, the theoretical analysis of the value characteristics of tourist souvenirs is carried out based on the connotation of tourist souvenirs.

Secondly, the essential characteristics of tourist souvenirs and the cultural origin of value characteristics are explained with the idea of cultural structure.

Thirdly, the theoretical model of the value structure of tourist souvenirs is explained based on cultural structure, to construct the cultural structure model of tourist souvenir development.

Finally, following the research idea of combining theory with practice, based on the cultural structure model of tourist souvenir development, the core idea and basic framework of tourist souvenir development are proposed.

III. RESULTS

3.1 Value Characteristics of Tourist Souvenirs

Clarifying the connotation of tourist souvenirs and exploring the fundamental attributes and value characteristics of tourist souvenirs are the primary problems to be solved in the development of tourist souvenirs.

There are many types of academic understanding of tourist souvenirs, and the representative research is analyzed as follows.

Tourist souvenirs refer to the tourist commodities that tourists use to commemorate, gift, and collect after traveling [11]. This definition pays special attention to the memory characteristics of tourist

souvenirs, and describes them from the time dimension, especially pointing out that their purchase purpose is for commemoration and collection after travel. In addition, it also points out that another characteristic of tourist souvenirs, that is, publicity, is manifested from the behavior level of gifting.

Tourist souvenirs should include all items with regional cultural characteristics purchased by tourists during the whole process of tourism activities. Essentially, these items are all "tokens" of tourism, so tourist souvenirs can represent the cultural taste of a place, and even become symbols [12]. This definition also points out the memory characteristics of tourist souvenirs, which is explained from the carrier form that considers its essential attributes to be "tokens". In addition, it also points out two characteristics of tourist souvenirs, one is the distinguishing characteristic, which originates from the regional cultural characteristics and cultural taste of tourist souvenirs, and is the driving force and value for tourists to identify and choose them; is a propaganda property, illustrated by its attribute as a symbol of a tourist destination.

Tourist souvenirs refer to things that can make people recall a certain place, something, a certain journey or experience, that is, a physical commodity with commemorative significance to a certain tourist destination [13]. This definition alone specifically points out the memory characteristics of tourist souvenirs, which can help tourists recall travel destinations and travel experiences.

Tourist souvenirs are tourist commodities with obvious local characteristics that can make tourists feel a certain commemorative significance [14]. This definition points out the distinguishing characteristics of tourist souvenirs, especially that it has obvious local characteristics, but does not point out the source of local characteristics; it also points out the memory characteristics at the level of commemorative significance.

Tourist souvenirs are products with regional cultural characteristics and commemorative value purchased by tourists in tourist destinations. They are an important part of tourism resources. They are of great significance for the promotion and dissemination of the image of tourist destinations and the increase of tourism revenue [15]. This definition mentions the three characteristics of the tourist souvenirs analyzed above: one is to explain the distinguishing characteristics from the regional cultural characteristics; the other is to explain the memory characteristics of the commemorative value; the third is to enhance and spread the tourism image. Propaganda properties are described.

Tourist souvenirs are tourist commodities with a special market structure that gathers natural and environmental resource elements within a certain space and integrates humanistic elements such as folk customs, history, and culture in the region [16]. This definition gives the formation and composition of tourist souvenirs, including material and cultural elements within the spatial scope of tourist destinations, and has a special market structure, which implies the distinguishing characteristics of tourist souvenirs and meets the needs of special market groups, but not clearly stated for this particular market group and needs.

To sum up, the production of tourist souvenirs is a product of human labor to meet the market demand and exchange. Its fundamental attribute is a commodity, and its commodity value is not a material practical value that mainly focuses on the survival, production, and life of the market group. It is because its core focus on the spiritual needs of market groups reflects relatively special value characteristics, which mainly include three aspects: first, distinguishing value, that is, tourist souvenirs reflect the local characteristics of tourist destinations. second is the memory value, that is, the tourist souvenirs carry the memories and commemorative characteristics of the tourist destination and the tourist experience; the third is the publicity value, that is, the tourist souvenirs represent and symbolize the tourist experience and the tourist destination of the tourist. (Fig 1)

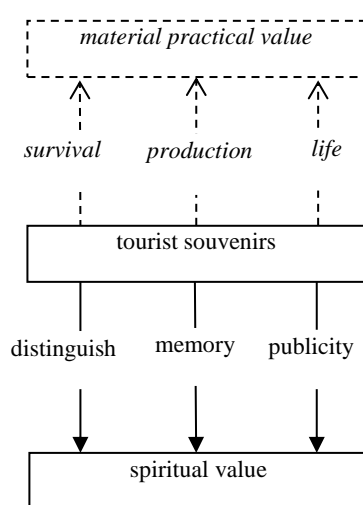


Fig 1: Value characteristics of tourist souvenirs

3.2 The Essential Characteristics of Tourist Souvenirs and the Cultural Roots of Their Value Characteristics

A more common view in the academic world is that the essential feature of tourist souvenirs is local characteristics, or locality, which is a relative advantage of a region, which depends on the contrast of natural, social-cultural, and economic conditions between the tourist residence and destination[5]; research ideas with the same views are slightly different, such as taking "local characteristics" as the principle of tourism commodity development [17-18] and expounding "local characteristics" as a distinctive feature of tourism commodities [19-20]; further proposed that such local characteristics may originate from one or several aspects such as natural geographical factors, social and cultural factors, economic factors, historical factors, and scenic spot content.

However, the recognition of this essential characteristic is only related to the distinction of the value characteristics of tourist souvenirs. Its local characteristics make tourist souvenirs uniquely different, but it is not directly related to the richer memory and publicity characteristics of tourist souvenirs. Therefore, the author thinks it is inappropriate to regard local characteristics as the essential characteristics of tourist

souvenirs.

From another perspective, the three levels of the value characteristics of tourist souvenirs are differentiated from the reflection of certain aspects of local nature and humanities. Memory is to carry and preserve the interactive relationship between tourists and tourist destinations. It is to present and disseminate the abstract consciousness of the tourist destination and its relationship with tourists. The roots of these values have cultural significance. In other words, the interaction between the overall culture of the place and the individual culture of tourists endows tourist souvenirs. unique value characteristics. This is precisely a manifestation of Malinowski's cultural thought, that is, the value of culture lies in meeting people's needs, even if people "enjoy economic, social, political, moral and spiritual interests"[21].

Therefore, the author uses three levels of culture, namely material culture, institutional culture, and spiritual culture to explain the essential characteristics and value attributes of tourist souvenirs.

Tourist souvenirs are characterized by presenting some elements of local material culture for self-identification and to realize distinguishing value characteristics, and their presentation forms vary from place to place. Or the direct material carrier of a certain cultural element, such as a special material with local cultural significance, Russian jade, Brazilian agate, etc.; or the external material form of certain cultural content, such as an architectural structure with local cultural signs, the Statue of Liberty Like the Eiffel Tower, etc.; or a representative material image of a certain cultural spirit, such as a character image with a local cultural symbol, Napoleon in France, Gandhi in India, etc.

Tourist souvenirs reproduce or produce certain institutional cultural content by carrying the operation nodes of local social organizations or retaining individual tourists to participate in the process of social organization relations at the destination, to realize its memory value characteristics, its memory content, or the reproduction of a certain historical institutional culture, or tourists participate in the experience production of institutional culture simulation, such as souvenirs in miniature of the local traditional production process or real souvenirs to experience the production process.

Tourist souvenirs realize the propaganda value characteristics of tourist souvenirs by spreading local spiritual concepts, moral concepts, realistic vulgar ideas, or as a symbol to show the contact and relationship between individual tourists and tourist destinations. , or the spiritual needs of tourists themselves, such as social and self-realization, such as American free cultural souvenirs, French fashion cultural souvenirs, Italian Renaissance cultural souvenirs, etc.

To sum up, tourist souvenirs realize the distinguishing value characteristics of self-identification through material culture, integrate into the institutional culture to weave the relationship between tourists and destinations, have the characteristics of memory value, and then spread spiritual culture or display associations to form the characteristics of publicity value. A process and system is not only a description of the original local culture but also a manifestation of its participation in the entire cultural experience and cultural production process. Therefore, examining the essential characteristics of tourist souvenirs in terms

of culture is expressed as a cultural portrayal as described above. (Fig 2)

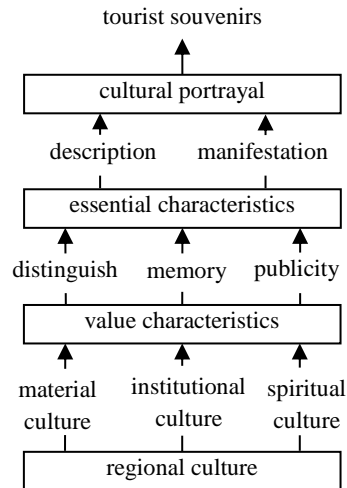


Fig 2: The essential characteristics and value characteristics of tourist souvenirs under cultural review

3.3 Cultural Structure Model of Tourist Souvenir Development

Based on the above analysis of the essential characteristics and value characteristics of tourist souvenirs, the core of tourist souvenir development lies in the structural utilization of local culture.

First of all, it is a broad-based excavation of local material cultural elements. From the two aspects of material materials and material modeling of tourist souvenirs, it discovers rich resources for the development of tourist souvenirs and expands sufficient development space, and at the same time ensures the effective production of their distinguishing value characteristics.

Secondly, it is the linear development and utilization of the institutional culture level. Institutional culture connects material culture and spiritual culture. The presentation of institutional culture is inseparable from material culture and spiritual culture. It presents a unique perspective of culture in its unique panoramic mode, which is the link between material culture and spiritual culture. In a certain cultural theme, the overall picture of the culture is presented in a linear structure, and the macroscopic cultural system is presented in a network structure in the overall social organization. The key to the institutional culture utilization of tourist souvenir development lies in presenting the key nodes in the history of cultural development in the form of time and mode chains in the form of cultural institutions and carrying the cultural knowledge or connotations of these historical or mode nodes, thereby assisting tourists to form a memory chain of cultural development. In addition, after the individual tourists interact with the local culture of the tourist destination, the cultural production of the tourist's concern will inevitably be formed at the institutional cultural level.

Thirdly, it is the diversified and centralized dissemination of spiritual culture, as well as the material form displayed to satisfy the spiritual needs of tourists to establish a relationship with spiritual culture. From this level, the key is to find flexible forms and methods of spiritual and cultural connotation, and the establishment of relationships with tourists can be presented through language, signs, and other means.

In addition, the fundamental attribute of tourist souvenirs is still commodities for market exchange. Based on paying attention to the above-mentioned core value characteristics, many other demands of consumers cannot be ignored, such as the portability, artistry, and gifts of tourist souvenirs. Therefore, in addition to considering the structural utilization of culture in the above discussion, the development of tourist souvenirs should also consider other cultures such as market group consumption concepts, values, social norms, and other cultures in the periphery of the structure, as tourist souvenirs to meet the general market demand characteristics useful supplement.

To sum up, the cultural structure model of tourist souvenir development is to consider other outer cultures broadly, and gradually expand from the broad use of material culture to institutional culture and spiritual culture, forming a development model with an "inverted triangle" structure. (Fig 3)

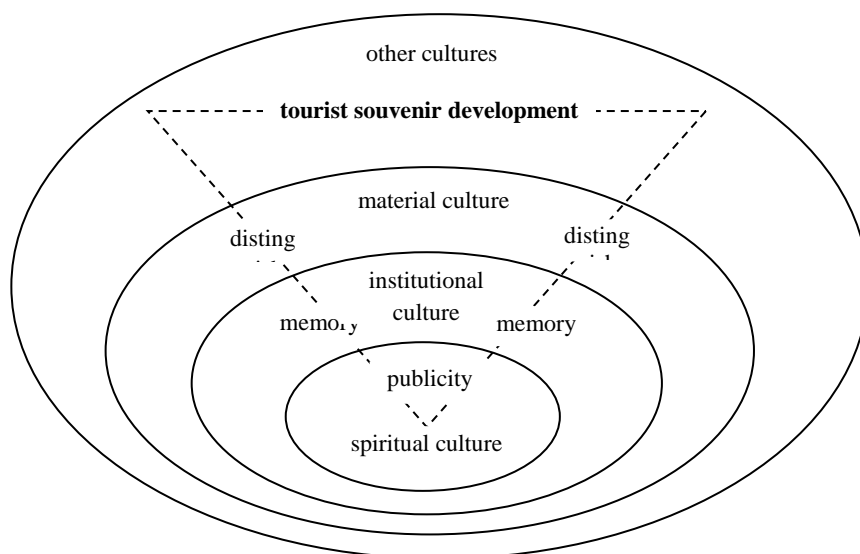


Fig 3: Cultural structure model of tourist souvenir development

3.4 Ideas and Framework for the Development of Regional Cultural Tourism Souvenirs

The cultural structure model of tourist souvenir development puts forward a guiding model in the theoretical sense. In the process of developing tourist souvenirs in a certain area, in reality, it is necessary to clarify a clear idea of theoretical guidance for practice under the guidance of the theoretical model, and a structural framework for systematic practical exploration.

First, material culture is appearance, appearance, external manifestation, and dominant existence, and has extremely extensive and rich characteristics, such as production, survival, reproduction, diet, residence, clothing, and other aspects in the development of human society. It is also the many elements of the characteristic form and expression of the regional culture itself, and it is the main space to form the distinguishing value characteristics of tourist souvenirs.

Second, institutional culture is an organization, a norm, a mixed complex of material equipment and human habits, and cannot be separated from its material or spiritual basis [22]. It is a cultural entity that covers both material and spiritual elements. Taking the relationship between people as the core to communicate material culture and spiritual culture, it is the easiest cultural space for individual tourist souvenir consumers to integrate and resonate with.

Third, spiritual culture is the core and endogenous source. It is a collection of ideologies and cultural concepts shared by social groups gathered and abstracted by the development of material culture, including moral, spiritual, and economic value systems. It is the core of local culture. It is the direction for material culture to realize the distinguishing value characteristics of tourist souvenirs, it is also the driving force for institutional culture to realize the memory value characteristics of tourist souvenirs, and it is also a label to realize the value characteristics of tourism souvenir promotion.

Fourth, as explained in the cultural structure model of tourist souvenir development, tourist souvenir development is a systematic cultural utilization project, material culture is the source of forming the external characteristics of tourist souvenirs and their distinguishing value, and institutional culture is the establishment of tourist souvenirs relying on tourist souvenirs. It is a bond of integration and memory value with local culture, and spiritual culture is a tourist souvenir that presents tourists with a local cultural symbol of a tourist destination and a label related to local culture. The three levels of culture complement each other and jointly build a unique tourism souvenir. There are some valuable characteristics, while the tourist souvenirs complete the cultural portrayal of the tourist destination, and at the same time meet the tourist souvenirs needs of tourists.

To sum up, the author believes that the ideas and framework of the development of regional cultural tourism souvenirs are as follows.

The core idea is to systematically excavate and utilize different structural elements of regional culture, and integrate cultural connotations at all levels to jointly realize the value characteristics of tourist souvenirs, to realize the essential characteristics of tourist souvenirs portraying the culture of tourist destinations, and meet the key needs of tourists to buy tourist souvenirs.

The basic framework includes three aspects: one is to focus on innovative utilization and reflect the regional material culture; the second is to emphasize the restoration of authenticity or the expression of regional institutional culture; the third is to focus on presenting and disseminating regional spiritual culture.

IV. DISCUSSION

First of all, based on the existing knowledge about tourist souvenirs, this paper makes a systematic theoretical analysis of the value characteristics of tourist souvenirs and reveals that the core value characteristics of tourist souvenirs are composed of three parts: distinction, memory, and publicity. The understanding of the value-supporting framework [23] provides a more systematic and in-depth theoretical explanation.

Secondly, this paper systematically analyzes the cultural origin of the value characteristics of tourist souvenirs by using the thought of cultural structure hierarchy, and establishes a systematic cultural theoretical basis for the structural thought of the value characteristics of tourist souvenirs; on this basis, the essential characteristic of tourist souvenirs is local Characteristics [5] This understanding gives a more in-depth explanation of cultural thoughts and proposes a new understanding that the essential feature of tourist souvenirs is cultural portrayal.

In addition, the cultural structure model of tourist souvenir development proposed in this paper not only considers the different utilization of cultural structure at all levels but also needs to involve the auxiliary culture of tourist souvenir development from the dialectical thinking of supply and demand, so that this The development mode is more systematic and comprehensive. At the same time, following the scientific research idea of combining theory with practice, the idea and framework for the development of regional cultural tourism souvenirs are further proposed.

V. CONCLUSION

The essential characteristic of tourist souvenirs is cultural portrayal, the distinguishing value is formed through the performance of material culture, the memory value is formed by the description of institutional culture, the publicity value is formed by the display of spiritual culture, and the regional culture can be systematically excavated and developed. Different hierarchical structure elements and innovative characterization are the keys to the development of tourist souvenirs. This research has formed the theoretical basis for the related research of tourist souvenirs from the perspective of culture, but the research on the micro-level of some value characteristics needs to be further deepened.

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