

# Tourism Cultural and Creative Product Design for Guye Shell Mound Archaeological Site based on SIPS Model

Cai Pei<sup>1</sup>

<sup>1</sup>Guangzhou Vocational and Technical University of Science and Technology, Guangzhou, China

**Abstract:** This paper aims to explore the applications of SIPS idea in tourism cultural and creative product design for Guye shell mound archaeological site. Through combining the internet investigation with field investigation and from the angle of sympathy, identification, participation, share and spread of consumer behavior pattern, the position of tourism cultural and creative product design in Guye shell mound archaeological site are analyzed as well as combining the design with practice, an innovative way with a higher enjoyment, readability, emotion of tourism cultural and creative product design in archaeological sites is explored.





## 1 Introduction

With the strengthening of economic globalization and the acceleration of modernization, tourism development has been an effective way to scientifically and rationally inherit and utilize the culture of archaeological sites. Tourism cultural and creative product has become a link that shall be improved fast. [1]As the subject of tourism activities, tourists' recognition and consumption towards tourism cultural and creative products are the crucial factors for the sustainable development of cultural and creative products in archaeological site culture. Based on SIPS model analysis of modern consumption behavior, this paper conducts an innovative design for tourism cultural and creative product in Guye shell mound archaeological site.

## 2 Charming of Archaeological Elements in Guye Shell Mound Archaeological Site

Guye shell mound archaeological site is the most complete, typical, scientific, meticulous and important sites among lots of discovered shell mounds in Lingnan region at present,[2] and it represents a new type of archaeological culture. It was awarded one of naonal top ten archaeological discoveries by the Chinese Academy of Social Sciences in 2006, officially incorporated into the national cultural relics within the twelfth five- year plan library in 2011 as well as approved and announced as one of the seventh batch of national key cultural relics protection units by the State Council on March 5th, 2013, (see Guo Fa [2013] no. 13 document for details). (See Table 1).

**Table 1** charming of ancient elements in Guye shell mound archaeological site

charming of rice remains	Guye shell mound archaeological site is the first place to discover rice remains in the Pearl River Delta region, in where more than 40 rice grains have been unearthed. It has not only provided precious substantial materials for the study of the origin of rice but also carbonless cultivation in Lingnan region. Zhao Zhijun, a researcher at the Institute of Archaeology of the Chinese Academy of Social Sciences, considers that at present, only Hemudu archaeological site could be compared with it among all the known ancient sites in China. There are also other plant and animal remains such as shells and fruit pits, which reflect the ecological and natural environment of this area in the late new era.	
charming of bamboo, wood, and stone ware remains	There are a large number of bamboo and wood wares with traces of processing and use at the Guye shell mound archaeological site, which is also the first discovered ware among the discovered sites of Neolithic age in the Pearl River Delta region. It includes civil bamboo, wood, and stone wares used by the common people and is an important historical witness of social life and labor at that time. Bamboo and wood wares are diversified, orderly, delicate and beautiful. It reflects people's affirmation and application towards formal beauty factors such as regularity, hardness, symmetry, luster and pleasing.	
charming of pottery	The pottery unearthed at the Guye shell mound archaeological site reflects the artistic pursuit and aesthetic standards of human beings at that time in terms of shape and decoration. The shape of wares is simple enough. It mainly includes open won-bottom sand caldron, muddy coil foot plate, muddy small mouth pot, and with waist edge, which is different from the pottery type of Shixia culture in later age. On the decoration, its symbolic point line surface, changed geometric ornamentation and wonderful ends are very simple and lively. The main ornamentation is string, water ripple, half circle distress, etc., which reflects the ancestors' observation and refinement towards the beauty of nature in Guye region. The color of pottery is mainly gray, white, red, black and yellow.	
charming of mountain, forest and water features	Gaoming is known as the "land of fish and rice" and won the first batch of "Green County (district)" in Guangdong Province. The drinking water quality has reached the national second-class standard. Besides, it is rich in mineral resources. 14 kinds of minerals have been discovered. The Guye shell mound archaeological site is located at Liyu Hummock, Guye Village, Taixing Village Committee, Hecheng Street, Gaoming District, Foshan City. East side of this site is about 1.8 kilometers away from Xijiang. It is in a unique geographical position on the edge of Sanshui Basin and its surrounding area is agricultural land, which is less damaged by modern human activities. The mountain and water environment around the site have distinctive features of the landscape pattern of Lingnan, rich spatial landscape elements and high ecological art value.	

## 3 Excavation and Extraction of Archaeological Elements

Excavating obvious cultural characteristics contained in abundant archaeological elements of tourism resources at the Guye shell mound archaeological site in late new age (see Table 2), trying to make the abstract cultural perceived, understandable, participatory and can be studied,[3]and organically integrating them with modern

Email: 308833939@qq.com

culture and tourism product design, can develop an fresh inspiration, which is not only advantageous to the reproduction and transmission of cultural values of the sites but also enable to help visitors get the spiritual satisfaction.

**Table 2** cultural information of Guye shell mound archaeological site

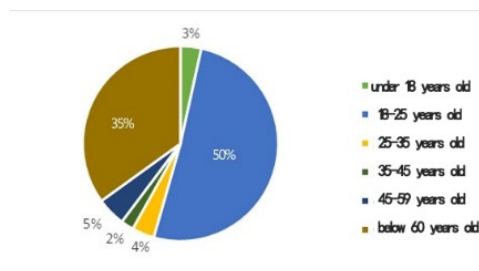
element	feature extraction	design element
sculpt	orderly, simple, lively and practical	
color	nature, gray, white, red, black and yellow.	
pattern	symbolic point line surface, vein, string, water ripple, half circle, and radial distress	<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">prototype extraction</div> </div>
landscape	exploration, paddy fields, reservoirs, wetlands, soft paths, border forests	

## 4 Consumer Behavior Analysis of Tourism Cultural and Creative Product at Archaeological Sites

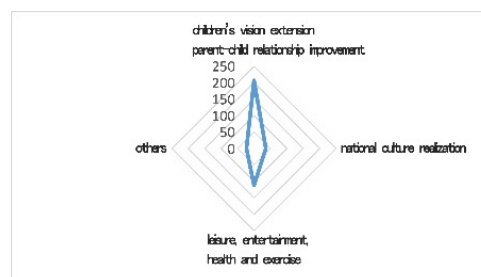
The research data analysis of consumer behavior is the most important field in the design and dissemination of tourism cultural and creative products in Guye shell mound archaeological site.<sup>[4]</sup> In order to obtain consumer real data through the questionnaire and interview form as well as analyze and summary the effective 378 pieces of questionnaires from July 2019 to June 2020. This paper designs survey questionnaire based on the SIPS idea and takes the consumers who have visited the Guye shell mound archaeological site relics exhibition and internet tourism cultural and creative product as the main survey crowd. The new features showed by consumer behavior in the era of internet digital sites cultural tourism could be summarized as follows.

### 4.1 Polarization Trend of Consumption Crowded of Tourism Form and Product at Archaeological Sites

According to the survey data, the driving force of cultural tourism consumption behavior and tourism demand of Guye shell mound archaeological site are based on science education and parent-child travel, accounting for 81.25%, and the elderly group accounts for 45.31%. At the same time, archaeological site tourism appears to the trend of extension at both ends of young age and old age (see Figure 1). The total number of respondents in this survey is 378, among whom more than 50% are teenagers aged 18-25 (see Figure 2), indicating that teenagers pay more attention and participation to the research of tourism cultural and creative products related consumption.



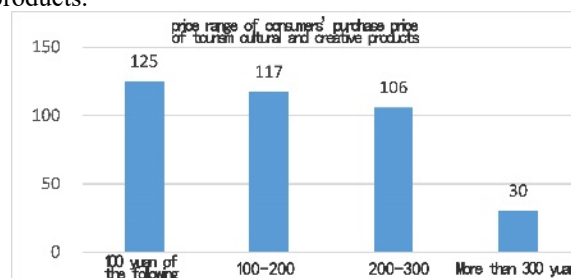
**Figure1.** age distribution of sites tourism



**Figure 2.** motivation of sites tourism

### 4.2 Low Acceptance Price Towards Consumption Product

In terms of the purchase price of tourism cultural and creative products, most respondents indicate that they could accept the price range within 100-300 yuan, and about 33% of them choose the price range within 100 yuan (see Figure 3), which means that most people who participate in the tourism of ancient sites have low acceptance towards the expensive cultural and creative products.



**Figure 3.** price range of consumers' purchase price of tourism cultural and creative products

### 4.3 Internet Becomes the Main Way to Purchase Tourism Cultural and Creative Product

According to the data of the survey questionnaire "consumer purchase way", 85% of consumers choose the Internet, and consumers' consumption behavior tends to be more casual (see Figure 4). According to the in-depth interview, we know that due to mobile devices such as mobile phones and tablets without time and space restrictions, online consumption can be carried out anytime and anywhere during travel.

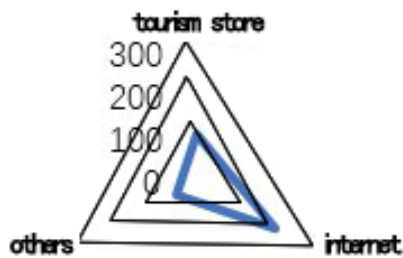


Figure 4. consumers' purchase way

#### 4.4 Focusing on Personalized and Interesting Product Design Demand

According to the survey data, consumers' behavior towards tourism cultural and creative product tend to personalized products and are wilder to the sculpt style, creative pattern or practical value of tourism cultural and creative products, which makes the tourism cultural and creative products purchased by consumers have more personalized characteristics (see Figure 5).

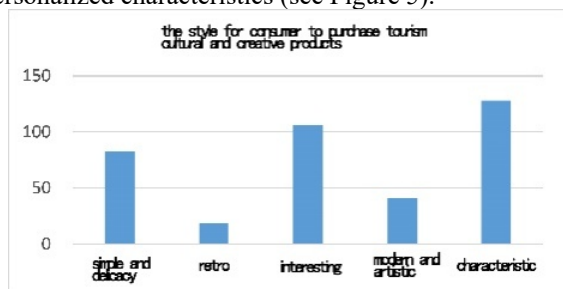


Figure 5.the style for consumer to purchase tourism cultural and creative products

#### 4.5 Focusing on Product with a sense of Participation Demand

According to the survey data, most people are more willing to choose tourism cultural and creative products with practical life and a sense of participation (see Figure 6). In-depth interviews show that tourism cultural and creative products have a single form and lack of new consumption highlights, which makes it difficult to stimulate consumers' consumption enthusiasm. In order to further develop tourism cultural and creative products, attention must be paid to the terms of participation in design, [5]which not only makes tourists feel impulsive and happy when buying tourism cultural and creative products, but also includes lasting appreciation and education functions as well as leaves tourists an unforgettable tourism memory and enable them feel kind and nostalgia when use tourism cultural products.[6]

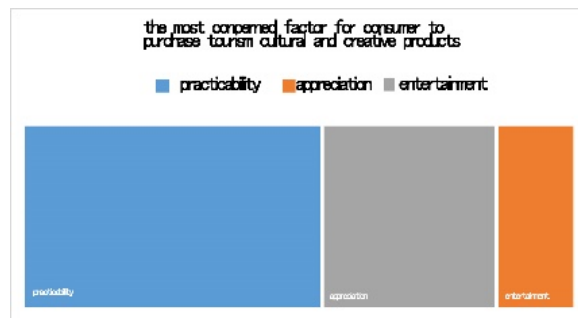


Figure 6.the most concerned factor for consumer to purchase tourism cultural and creative products

### 5 Creative Design Case

Excavating the cultural connotation of Guye shell mound archaeological site deeply, the design, color, sculpt and other elements could be visually extracted and the characteristics of consumers' sympathy, identification, participation, share and spread could be easily analyzed. And, through case design and application, tourism cultural and creative products in line with consumer behavior could be designed. Summarizing and extracting the characteristic elements of Guye shell mound archaeological site culture and adding modern design techniques to simply reflect the cultural connotation of the ancient site could play a more convenient spread effect. [1]Tourism cultural and creative product design model of Guye shell mound archaeological site based on the SIPS idea is shown as follow (see Figure 7).

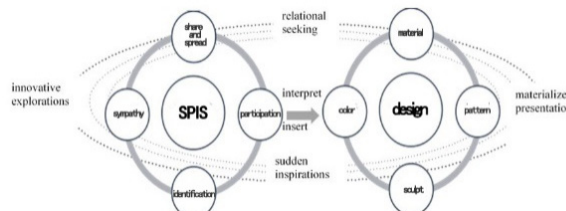


Figure 7. Tourism cultural and creative product design model of Guye shell mound archaeological site based on the SIPS idea

#### 5.1 Brand Logo Design of Tourism Cultural and Creative Products

According to the above idea, the brand logo of tourism cultural and creative products could be designed, it includes that through line, selecting the shell and rice in element of Guye shell mound archaeological site and reconstructing a new edition with ancient character in Guye shell mound archaeological site as well as integrating them enable to form a new logo and for its font, the archaic-looking of stone ware and the gold color of pottery are taken as its main color, which stands for the connotation of oriental culture and the development trend of the times.



Figure 8. brand logo design of Guye shell mound archaeological site

## 5.2 Brand Logo Design of Tourism Cultural and Creative Product for Guye Shell Mound Archaeological Site

Based on the above research, the design framework of tourism cultural and creative products for Guye shell mound archaeological site is put forward. Combing cultural elements with product creativity to form a new cultural and creative product, is more in line with the market demand of consumers. [2]Based on consumers' daily consumption customs, this design provides consumers with the spread experience of ancient sites culture. Design of multi-functional Guye magnetic fragrance lamp is shown as follow (See Figure 9).

The combination design of a set of toiletries is shown as follow (see Figure 10), the primitive and simple stone shape in the Guye shell mound archaeological site culture is selected for the outer shape to deep process as well as the modern composition design method and aesthetic taste are applied. At the same time, the elements are gradually extracted through the selection and change to show both the outside shape and inner meaning[3].

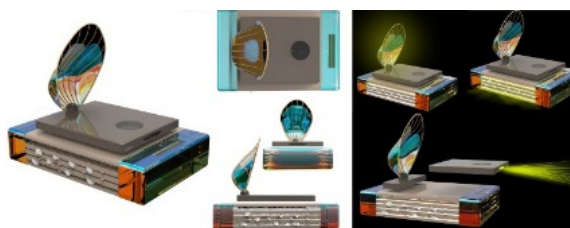


Figure9 Design of multi-functional Guye magnetic fragrance Lamp



Figure10 combination design of a set of toiletries

## 6 Conclusion

The creative core of cultural and creative products is the

inheritance and innovation of national culture. [4]Tourism cultural and creative products, as a commodity, not only need to have unique cultural connotation, but also start from the modern consumer behavior pattern to close contact with consumers in daily life, which makes tourism cultural and creative products truly enter the consumer market. From the view of SPIS consumption pattern and tourism product design research for Guye shell mound archaeological site, this paper concludes that practical and cultural influence on consumers' purchasing behavior is bigger. In addition, introducing it into the actual design case is an efficient way to improve the development of tourism cultural and creative products as well as help archaeological sites culture become easily heritage and protect.

## Acknowledgement

Fund project: one of achievements of the Youth Innovative Talents Fund Project of Guangdong Province Department of Education (project number:2018WQNCX234)

## References:

1. Darren J. Timothy, Stephen W. Boyd. Heritage tourism [M]. Translated by Cheng Jinneng. Beijing: Tourism Education Press, 2007: 66.
2. "Protection and Planning of Guyebeiqliu Site 2018-2035". People's Government of Gaoming District, Foshan; Guangdong Provincial Institute of Cultural Relics and Archaeology, 2019
3. Written by Bob Mckercher, translated by Zhu Luping. Cultural Tourism and Cultural Heritage Management [M]. Tianjin: Nankai University Press, 2006
4. Han Yong. Study on Consumer Behavior in China from the Perspective of Behavioral Economics[J]. Market Modernization, 2014, 33: 16-18.
5. FengPeikui. Study on Tourism Product Development Planning Based on the New Generation Thought[D]. Xi'an: Xi'an University of Architectural Science and Technology.
6. MaGuangjun. Study on Sustainable Development of Site Tourism Development Project [J]. Business economy, 2009
7. Ao Jinghui. Teaching Practice of Cultural and Creative Products Design Course -- Taking Gift Design of Guangdong University of Finance and Economics as an example. [J]Decoration, 2017(2):136137
8. Yang Lei. Cultural and Creative Product Development of Classic Collection Resources at Museum -- Taking the Development of Zeng Houyi Chimes of Cultural and Creative Products as an example [J]. Southeast Culture,2018(1):122-126
9. Cui Yong. Creative Thinking in Art Design [M]. Beijing: Tsinghua University Press, 2013

10. Piao Chengri. Research on the Development Strategy of Changbai Mountain Tourist Souvenirs. *Hundred Schools of Art*.2010(8):172-175