

Available online at www.sciencedirect.com ScienceDirect

Energy Procedia 5 (2011) 2416–2420

Energy
Procedia

IACEED2010

Study on Design and Research of Tourist Souvenirs on the Background of Low-carbon Economy

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Abstract:

This article will illustrate primarily the current development of tourist souvenirs, existing problems and future development trends, and the importance of geographical features and idea of low-carbon in the design process and promotion of low-carbon tourism souvenirs in the future. This essay proposes the new exploration way to the present problems.

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Selection and peer-review under responsibility of RIUDS

Keywords: low-carbon economy ; low-carbon tourism ; tourism souvenirs ; design and research

1. Introduction

With the trend of the global warming, the world climate problem is more and more severe, the emergence of extreme weather has regularly happened which harm to human survival environment as well as health and safety. The third assessment report of the Intergovernmental Panel on Climate Change (IPCC) pointed that in nearly 50 years the global warming problem is mainly the result of human activity of emissions of carbon dioxide, methane and nitric oxide which are responsible for the raising temperature effect of greenhouse. Therefore, the world is beginning to pay attention to the low carbon economy theory, reducing carbon emissions and realizing the green development. Low-carbon tourism as a low energy consumption and low pollution based green tourism, also has become the focus of world tourism. And being one of the closely related resources to the low-carbon tourism, tourist souvenirs show its important economic value. it could increase sales revenue only when we design and research low-carbon tourism souvenirs, which owning to protective environmental package and local characteristics, conforming to the market needs, so it also could improve the level of personal consumption and the economic efficiency of tourism and transfer the development of tourism industry.

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2. Low carbon economy and low carbon tourism

2.1. Low-carbon economy

The low carbon means which discharges lower and much lower greenhouse gas (CO₂ is for the main fact). In 2003, in the British government white paper “The future of our energy: Establish low carbon economy” put forward the concept of “low carbon economy” the first time, which caused the global extensive concerned. In 2007, the U.S.A. issued “low carbon economic bill”, which indicated the low carbon economy to become its important strategic choice in the future. In fact, low-carbon economy is the economic sustainable development model which in order to alleviate global climate change, manage the energy crisis and practice the concept of sustainable development, seek ecological economic development model of the new breakthrough and advocate a “low energy consumption and low pollution and low emission and high efficiency, high efficiency, high benefit”. The core concept of low carbon economy development is “with less carbon emissions to gain greater economic, environmental and social benefits” or the concept of sustainable development guidance, through technical innovation, system innovation, the industrial transformation and development of new energy and so on many kinds of means, as far as possible to reduce the coal oil contour carbon energy consumption and reduce greenhouse gas emissions, so as to achieve the social and economic development and ecological environment protection win-win an economic growth pattern.

2.2. Low-carbon tourism

Low-carbon tourism is deeper environmental tourism ideology, but also with low energy consumption and low pollution on the basis of green ecological travel way. In low-carbon economic backdrop, advocating pushing low-carbon tourism is an inevitable trend in the development of tourism. The concept of “low-carbon travel” was first purposed in the World Economic Forum which reported “move towards low carbon travel and tourism” in the May 2009. Low-carbon tourism is a kind of reducing “carbon” of tourism, namely in the tourism activity, tourists minimize carbon dioxide emissions. Based on low energy consumption and low pollution, advocating green travel in the trip minimize carbon footprint with CO₂ emissions, and also it is the deep-seated environmental tourism performance. The government and the tourist enterprises launched related environmental low-carbon policy and low-carbon tourist souvenirs and service. Tourist souvenirs as a communication bridge between the tourists and tourism in promoting implement low-carbon tourism can play an important role. It will get new development opportunity if it could get environmental protection packing, product innovation, reasonable mining etc.

3. Current Situation of Tourist Souvenirs Market R&D

So-called tourism souvenirs, refers to the tourists purchased at tourism resort which owned strong local feature, mainly used for memorial, collection and being gift. Choosing and buying meaningful souvenirs by visitors back for memory, or by friends and relatives, not only can promote more people to understand tourist area through its important publicity function, but also being the process of “infinite consumption” promotes the development of local economy. At present, the development of tourist souvenirs and situation is not optimistic. This should be as important one annulus of tourism development, the development of the tourist souvenirs, it has been a very weak and confusion in China, so advocating low-carbon tourism of rapid development momentum has formed enormous contrast. The main problems include:

3.1. Lack of environmental conservation Packing of tourism souvenirs

Packaging of one good tourist souvenirs, it could bring convenience from manufacturers to consumers whole using process. But in recent years, in the economic life it appears a phenomenon of commodity excessive packing. In order to obtain a significant economic benefit, souvenirs packaging is multifarious, making person dazzling.

Tourist souvenirs packaging not only has set up the image of business enterprise and product, convenient transportation and consumption, enhance products aesthetic, stimulate consumer desire for consumption advantages besides, but also has a one-time consumption of natural resources, disposable abandoned and cause environmental pollution and so on negative features, packaging waste to human survival environment becomes increasingly serious pollution. Tourism souvenirs in packaging design uses plastic, metal or glass material, it is difficult to be natural degradation, low reclamation, reuse of high cost, and damage the ecological environment, and at the same time, packaging design with color dye, chemical composition, etc, will be natural polluting and damaging the environment. According to statistics, at present the sanitation department solid waste of the annual output is 6 million tons, forty percent of which can be used, the others all handled hard. And in the waste, total package approximately accounted for about 1/3, from the above data, souvenirs packaging in complete its protection goods, convenient sales and advertising goods to the environment of the functions of the impact of more and more countries all over the world environmental protection organization's attention.

3.2. Demands Inconsistent with Development of Tourism Souvenirs

Different visitors tend to have different consumption level, cultural literacy and shopping habits, development of the tourist souvenirs should maximum satisfy different levels and various types of tourists shopping needs. But for a long time in tourism souvenirs development and sales target key is international tourists, commodity position is higher, expensive, ordinary domestic tourists cannot afford. Meanwhile, providing the domestic tourist souvenirs are mostly machining simple primary products, poor quality, to meet the material culture and living standard rising domestic tourists, caused the needs of the tourist souvenirs squandered.

3.3. Wasted in the Process of Exploiting of Raw Materials of Tourism Souvenirs

The subject matter of tourism souvenirs often delivers from concrete model, great names in history's vivid, historical allusion and culture legend of beauty spot of area etc., material select area characterized raw materials for using local materials and local tradition makes craft combine modern production technology produce. But the unordered exploitation of the raw materials of tourist souvenir in recent years, it is wasted surprising. Limited resources have not gained to the greatest economic benefits. Especially some non-renewable resources, such as the malachite, rare metal are becoming more exhausted; some traditional handicrafts will wither away because there are no raw materials finally. The market of tourist souvenir exploits and wastes leading to the fact the market shrink. Because traditional crafts are mostly the individual workshop-based production, lack the mechanism of management of systematic science of the whole trade, cause: 1) The price is unordered, the products mix the genuine with the fictitious has not formed the mechanism of the fixed price, asked an exorbitant price, bargain phenomenon general carelessly causes a lot of people want to buy, dare to buy either. Country trade and type of operation of street stall type, because advanced product of skill cheap, and nobody shows any interest in. 2) Lack of the quality level, the market does not have supervision mechanism. Manufacture in a rough way, very different, the raw materials are wasted surprisingly, the low-priced faulty goods assault the market. 3)The forgery, imitating and modeling the products to overflow, the phenomenon of infringing remains incessant after repeated prohibition, causing the image in people's mind of workmanships to be damaged, lead to the fact the market shrinks.

3.4. *Serious of Repeated Identical Phenomenon of Tourism Souvenirs*

In tourism development practice, because of stronger relevance in geographic space, it is natural tourist resources in largely existing phase gap or analogue, leading to the regional tourism product development lack personality; On the other hand, because of our tourist products development and management of universal existence a franchise lack problem, when a region tourism projects developed by market acceptance, and produced economic benefit, it would soon be another tourist transplantation, rebuilding. Hence, the regional tourism development in the process of copy, imitation and so on low-level repeated building become very popular, and tourism product development repeated identical phenomenon was relatively serious. It is unfavorable to tourism business activities of efficient and develops the healthy development of tourism economy; on the other hand it is also disadvantageous to the tourism industry to participate in international tourism market competition.

4. R&D of low-carbon tourism souvenirs

4.1. *Strengthens Green Packing of Tourist Souvenirs*

Along with the ecological environment deteriorating, tourists' green consumption idea and low-carbon travel protection consciousness are strengthened increasingly. When consumer buy goods, not only pay attention to product the use value, but also will consider packaging of low carbon environmental value. Consumers no longer only pay attention to whether the quality of the products is unqualified, packaging is elegant, but more concern about whether it is according with environmental protection requirement, whether commodity packaging has "green packaging" symbol. From the point of consumption psychology and the desire to buy, the packaging itself "green" function sound or not greening effect than the product itself more intuitive, the real green pollution-free product should from external packing product itself from inside out of green product. Green commodity packaging in low-carbon travel protection having the effect which couldn't be ignored, it not only contributes to save resource production system formation greatly; but also it could help resource-conserving low-carbon consumption system formation greatly.

4.2. *Taking market as the guidance and tourist demand as ultimate goal of R&D*

Tourism commodities are mainly service for tourist, the earnest study of tourists and in view of their demand characteristics on the change of demand development design could unceasingly innovate. Tourists' motivation mainly are commemorative motivation, gift motivation, and new motive, value motivation, culture motivation urge tourists enjoying shopping decision, it is often a variety of motivation of comprehensive. Therefore, tourism commodity development must attach importance to the study of psychology, tourist needs, understanding of tourists travelling activity way, travel concern the development and change of fashion ideas. At present the tourists in the course of travel pay more attention to leisure entertainment, interest, novelty, stimulating and initiative, new tourism resources are continually characteristic tourism development, project appear ceaselessly, travel form diversity trend obviously, etc. According to dynamic researches, development of new products tourism commodities development has really come into the market to win customers. In fact, whether international tourist or domestic tourists, their truly interests are willing to buy those characteristics, beautiful and easy, which have certain class and economical souvenirs. Therefore, we should pay attention to develop the tourist souvenirs with intermediate primarily and reduce low-grade primary products, appropriately increasing high-grade goods, making different levels and various types of domestic and foreign tourists, so the tourists could have certain choices space to buy gratified flexibly souvenirs. Reasonably Using Raw Materials of Tourism Souvenirs

Developing ecological tourism commodities is mainly use of local natural resources as raw material; during concrete development it should firstly analysis the characteristics of various raw materials. Try to adopt some relatively strong capacity of renewable resources as ecological tourism commodity development raw materials. To regeneration impossible and characteristic resources in the development process, we must pay special attention to its scale and materials controlling; Non-renewable resources could be protected, we must forbid it to produce low carbon tourist souvenirs. At the same time, in the development and utilization of renewable resources we must pay attention to cultivate resources and accomplish edge using cultivation.

Establish the traditional process of the cultural industries of macro ecological system. At present, cultural ecological destruction is not arousing people's attention. Therefore, we must strengthen the traditional process industry system and establish the scientific research of the traditional craft industry, we should establish ecological system to ensure the sustainable development of traditional craft industry chain system and make the traditional process industry into social ecology, life culture and science and technology combined, at other fields we should create interdisciplinary, communication, blending and establish the coexistence and co-prosperity relationship.

4.3. Creation Local Characteristics by Technological Innovation

Our tourism resources are unique, there are mountains and beautiful natural ecological landscape which has a long history of ancient civilizations that remaining bright and colourful ethnic minority culture and custom, these all can constitute distinctive tourism brand. From the tourist consumer psychology induction angle, these matchless rich tourism resources advantage could develop world-class, not copy, display party national cultural background, aesthetic taste, religious belief and distinctive cultural tourism scenic spots and historical sites, ethnic customs tourism, ecological natural summer tour characteristic such as brand tourism products, enhances our country of the tourist souvenirs.

5. R&D of low-carbon tourism souvenirs

It is the World Environment Day on June 5, 2010, the theme of China is " will low carbon be reduced and arranged? Green life " (Low Emission, Green Life). Pay attention to the getting green vegetation cover competence and protection of resources, lower consumption, and low carbonization become important developing direction and trend of international economy already. Extending coming out by developing green tourist resources and the low carbon tourist souvenir, managing green tour and fostering green tourism consumption have already become the common understandings of trade and market. Launching the low carbon eco-tour which gives consideration to the society and double benefits of economy under this background, it will need the vigorously support of the country and the masses of environmental protection fan definitely, which have comparatively broad development prospects. So, the governments and administrative service division should support every tourist enterprise vigorously development for ecological recreation trip, getting green low carbon travel form of spending holidays etc., it should dissolve and enter "people and natural harmonious development" to the tourist souvenirs.

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