



# Research of the Design Positioning and Key Elements of Tourist Souvenir Packaging

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**Abstract:** The world is so big that many people want to see it. For those who love to travel, they always like to bring some characteristic souvenirs to keep as souvenirs or gifts for relatives and friends, travel souvenirs seem to have become a connotation of tourism culture. Compared with general merchandise, tourist souvenirs have their special charm and value, usually with strong regional color and the significance of local humanities. In the face of China's growing tourism industry, the packaging design of tourist souvenirs has also become the object of research by many experts and scholars. Starting from the packaging design of tourist souvenirs, this article discusses the positioning and connotation elements of tourist souvenirs, hoping to bring more inspiration and thinkings to product designers and help them design more creative tourist souvenir packaging, attract more people to understand the culture and stories behind the commodities, and further activate the Chinese tourism economic industry chain.

**Keywords:** Tourism Economic Industry Chain; Tourist Souvenirs; Packaging Design; Positioning Elements; Deep Research

With the continuous improvement of people's quality of life, the aesthetic vision is also gradually personalized, which puts forward a higher level of requirements for "beauty". This can be well reflected through the process of people choosing tourist souvenirs. In the process of traveling, in the face of a dazzling array of products, those with ordinary packaging always appear dull and uninterested, while those with novel packaging and creative designs that can convey emotions can quickly attract people's attention. Force, let people make up their minds to take them home. Therefore, exploring the packaging design of tourist souvenirs is not only related to the sales and conversion of commodities, but also to the emotional connection between commodities and consumers. It is of great significance to the long-term development of the tourist souvenir industry.

## 1. Tourist Souvenir Packaging Design Positioning

The saying "Local water and soil supports person" means the influence of regional culture on human growth. For tourists, they come from all over the country and even around the world. They are affected by different regional customs. Tourists in different places have different customs and aesthetic styles. In addition, tourists will be affected by the environment, the weather and the scenery. Their mood will change accordingly. These complex factors will affect the tourists' final choice of tourist souvenirs. For example, if you travel to tourist attractions in Sichuan, what kind of souvenirs would you choose to buy? People in different places may choose to be completely different. If the Wuhan people travel to Sichuan, there are local models selling the Yellow Crane Tower. Even if the price is cheaper, no matter how hard the seller works, the tourists may not buy it because the Yellow Crane Tower is in Wuhan. They can have many opportunities to see the real Yellow Crane Tower, so there is no need to buy a model. But if tourists from Shandong see the same model of Yellow Crane Tower, they will find it very curious. Coupled with the promotion of tour guides, they will most likely buy it. As for foreign tourists, they are more likely to purchase the Yellow Crane Tower model, because foreign tourists are generally interested in things with Chinese characteristics, Chinese history,

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and Chinese culture. They will find this Yellow Crane Tower model very interesting, plus the model is generally very small, so that it does not take up much space and is very suitable for them to travel.

Shandong tourists buy the Yellow Crane Tower model because they have heard that the Yellow Crane Tower is famous. Foreign tourists buy the Yellow Crane Tower model because the tour guide introduces to them the cultural background of the model. It can be said that tourists are mainly affected by the culture behind the model to have the impulse to buy the model, plus the souvenir look small and exquisite, which is suitable for carrying and will not increase the burden of their travel, so that they will easily make up their minds to buy. In summary, although there are many factors that influence tourists to buy souvenirs, distinctive products and products with cultural heritage often attract people's attention. In addition, because tourists have to continue their journey and continue to play after purchasing souvenirs, there are certain requirements for the size, packaging, and convenience of souvenirs. For those large and fragile souvenirs, even tourists think they look good and like them, they will just take a photo and leave it as a memorial without really make up their minds to buy it. Based on the above points, the positioning of the packaging design of tourist souvenirs should be distinctive, historical and cultural, at the same time should be small, beautiful, and easy to carry.

## **2. A Probe into the Design Elements of Tourist Souvenir Packaging**

In the process of traveling, tourists can buy souvenirs near the scenic spot or souvenirs in the urban area where the scenic spot is located. There are mainly purchasing channels: first, large supermarkets and shopping malls; second, small ones near the scenic spot shops and specialty stores; third, local markets and tourist streets; fourth, stalls and retail areas near scenic spots. For tourist souvenirs sold in different channels, the packaging design is usually different. Tourist souvenirs in large supermarkets are generally beautifully and firmly packed, suitable for carrying and giving away. Most tourist souvenirs sold in markets and stalls are packed in ordinary, even unpackaged, often cheap, and the products are very distinctive. Some tourists are very keen to buy novel goods when traveling. In fact, this Taobao basically refers to looking for treasures in the small market. If they find something they like, it is fun for the tourists. Even if they don't find what they want, the process of looking for treasures itself Taobao is a kind of fun.

The packaging design of commodities in different sales channels is different. On the surface, it is only the difference in packaging. In fact, it is the division of tourists, including the psychological division of tourists, and the division of tourists' interests. Because tourists who purchase through different channels have different economic capabilities. Their interest is different so that the product packaging design should also be different. From this perspective, the packaging design of tourist souvenirs should meet the purchasing power and purchasing interest of most people, so as to be accepted by most people. For example, if there is a vase with a particularly rare shape, or even some ancient rifts, people who understand art collection may like it very much, but most people may not accept its flaws. For this type of tourist souvenirs, it must have a clear positioning, it is not quantity, it can be sold, but sales are limited. As another example, if the packaging design of a tourist souvenir is very good, the product itself is also very local, and has a collection value, but the price is too high and the average tourist can't bear it, there is no way for it to have a lot of customers, this kind of souvenirs should be positioned as high-end products since it is only welcomed and collected by a small group of tourists. In addition, the packaging and commodities should be consistent, which is very important. Some people often wonder why souvenir packaging in shopping malls is particularly high-end. Because the product itself is very high-end, such packaging is needed. Only high-end packaging can better support high-end products. Imagine that if a customer buys a very high-end product, the price is not cheap, but the packaging is very rudimentary, the customer will for sure be psychologically uncomfortable. If the customer wants to take it as a present, the packaging will also turn out to be a headache. It can be seen that the design of tourist souvenir packaging should consider tourists' demands, their economic levels, interests, and usages.

## **3. Conclusion:**

Sometimes when people travel abroad and bring back souvenirs with local characteristics, they always attract the attention of friends around them. The focus of everyone is not only the product itself, but also the connotation behind

the product, which is the country's humanities, history, and culture. In this sense, as the development of the tourism economy becomes more and more prosperous, as a package designer of tourist souvenirs, the design standards must also have new creativities to not only to combine the characteristics of commodities and aesthetic concepts, but also to combine the meaning of humanities and history. This will give products a richer connotation. In this way, the tourist souvenir is not just a simple commodity but stands for more cultural values and national attributes. In the future, a good tourist souvenir is like a postcard introducing the place. It will attract more and more foreign friends to come for sightseeing and travel, and experience the profound Chinese culture.

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