The Study on Creative Development of Xiao’ao Homestay Village and Dongsha Gulf Mud

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Keywords: Xiao’ao Homestay Village, Dongsha Gluf Mu, Cultural and Creative Products

Abstract. As an important part of rural tourism, the homestay plays a big role in the economic development and cultural communication in the area. Daishan is located in Zhoushan Island, the traffic is not convenient enough, and the current development of the hotel industry has encountered a bottleneck. The charm of the homestay depends to a large extent on the personal charm of the owner, and the designer and owner of the small village Brigade has this feature. In addition, due to the situation, local exploration of local natural and cultural resources is also an important means to break through the bottleneck of the hotel. Use the value of the milk-colored sea mud in the front bay of the homestay. The culture of Dongsha gulf mud is presented through cultural and creative products. On this basis, the cultural connotation of Xiao’ao homestay village and Dongsha gulf Mu is analyzed. According to the current situation of the homstay, the beneficial suggestions for carrying and spreading the local culture are proposed.

1. The Value of the Homestay and Cultural Creative Products to the Spread of Local Cultural Communications

The term "homestay" originates from Japan and generally refers to a family-run hotel operated by a person approved by the Japanese government, and such facilities are mostly located near the suburbs or tourist areas. Taiwan Province of China is considered to be an area where the development of homestay is relatively early and the development is relatively mature. The “Budget Management Method” (2002) defines homestay as “Using a free room for self-use, combining local humanities, natural landscapes, ecology, environmental resources and agriculture and forestry. The fishing and animal husbandry production activities are operated by family sideline business and provide accommodation for tourists in rural areas.”

From the conceptual analysis, combined with the current development and status quo of the hotel, the main meaning of the hotel is as follows:

First, the owner of the hotel is the owner or renter of the free house; secondly, the home of the hotel is a free room for the locals; thirdly, the mode of operation is initially the family sideline business, and later the development is the main business; fourth, the hotel environment For the local people, nature, ecology; Fourth, the activities provided for passengers are combined with local environmental resources and agricultural, forestry, animal husbandry and production activities.

The homestay tourism is a leisure experience for contemporary people in art and literature life. It is a way of travel for people living in the city to return to nature and reminisce about rural life. The characteristics of the homestay are different from hotels, and there are no standardized service facilities, creating a relaxed atmosphere of humanized close-knit emotional exchange places. Loving the homestay tour, it is a group of interesting people, people with personality, and people with feelings. The homestay tourism is a state of slow living, a leisure way to relax and adjust your mood. Cultural and creative products are both tourist souvenirs and products of cultural personality unique to the local homestay. The artistic and cultural design of cultural and creative products needs to be based on the positioning and style of the hotel. The material of the product should take into account the resources used in the area and reflect the characteristics of the land. Let the visitors who have experienced the homestay take away a product that truly belongs to the personality of the local homestay. Cultural and creative products carry the culture of the place and the story of the local, so
that the homestay has changed from the traditional reception to the carrier and content of the local culture.

2. The Status Quo of Xiao’Ao Homestay Village.

Xiao’ao homestay village, located in Dongsha Town, Daishan County, Zhoushan City, faces the bay and faces the bay. It is light and clear, especially in the winter. It is more quiet and has a beautiful feeling. This may be a special enjoyment for visitors who have recalled the past feelings. A favorite scene. Xiao,ao homestay village is a leisure house designed to enhance the overall style of the space on the basis of an old house without destroying the appearance of the original village. A homestay with different themesscattered in a village. For each theme of the homestay, Mr. Jun Wu has given him a strong theme with his unique design techniques. In every room of the hotel, when you open the window, you can see the sea of milk in the palm of your hand. The stone road between the homestay and the trees and flowers have witnessed the past and present of the village. Visitors can naturally blend into the atmosphere of the homestay village and feel the tranquility of their own. Xiao’ao homestay village is very beautiful and very literary.

The peak season is short and the off-season is long. Through many different seasons in the village of Xiao'ao homestay, you can feel that the peak season of the homestay is about four months, while the off-season has eight months. This is a bad injury to the benign development of the hotel. It is understood that the main reason is that the entire Lushan Island is available for tourists to stay and there are few places with special features. Another reason is that the traffic to the Daishan Island is mainly by ferry, and it takes a long time to go back and forth on the road, which brings inconvenience to tourists. The contradiction between management effectiveness and its own IP. Wu Jun is an IP resource with its own traffic. Many people come to Xiao’ao homestay to come to the armed forces and this place with unique customs. This person is the martial arts. Wu Jun is carrying a homestay and designing a homestay with a feeling of love. Due to the large scale of the hotel, there is not enough time to participate in the whole process management, it is necessary to hire people to operate, and they cannot arrange time to receive passengers every day, and face-to-face communication with tourists, resulting in a weakening of the attraction of the hotel. Cultural and creative design needs to be further developed and improved. Wu Jun and the ceramic art professionals have already designed and developed the tea set as a companion gift to the Dongsha gluf mud in front of the village. With the cultural characteristics of the local gift, with the cultural and artistic nature of the cultural products, this is a very good beginning. However, there is still room for further development in terms of variety, grade and connotation. In the future, Xiao’ao homestay village can use the unique resources of Dongsha gulf mud to develop more cultural and creative product series that meet the needs of tourists, and make greater contributions to the development of tourists and local tourism economy.

3. Focus on Special Resources and Develop Dongsha Gulf Mud

Dongsha gulf mud is the mud of the gulf shoal in front of the village. The mud is fine, the impurities are less, the plasticity is better, and it is suitable as the material of the pottery. Not resistant to high temperatures, after the experimental firing of ceramic experts, without any additional mud, when burned to 1200 °C, the shape of the shape completely collapsed. It can be molded at a low temperature of about 900 °C. At present, the ceramic tea set developed by Dongsha Gulf Bund in Dongsha gulf village is made by mixing Dongsha gulf mud and high temperature resistant porcelain clay or clay in a certain proportion. The mud on the tidal flat has three colors, the mud on the surface is red, the soil on the middle layer is yellow, and the soil on the bottom is fifteen green. Experts believe that although the soil on the tidal flats has different compositions and colors. However, the final effect on the color of mud on the mud flat is the large number of microorganisms inside the silt. The tidal lats have created a good living environment for the growth of microorganisms, and the breeding of microorganisms has made the tidal flats more vibrant.

The minerals in the sea mud can be complexed under organic matter to form a more biologically
complex, which is more easily absorbed and utilized by the skin and hair. Its mineral active ingredients not only provide nutrition to human skin, but also have anti-aging effects. Whitening, sun screen and other effects; have a physiotherapy effect on various skin diseases; promote blood circulation by osmotic ions, increase metabolism, eliminate skin impurities, and restore skin elasticity. Sea mud can also release a large amount of far-infrared rays, containing minerals, algae elements and bentonite components in cosmetic ingredients, which are good for skin beauty, prevent skin aging and shrink skin pores.

In summary, the ceramic tea set fired by sea mud is more healthy and environmentally friendly.

4. How to Use the Dongsha Gulf Mud to Carry and Spread the Local Culture

Specifically, the Xiao’ao homestay village should rely on the Dongsha gulf mud to carry and spread the local culture, making it a highlight of Xiao’ao Homestay. To this end, the author proposes the following:

(a) Design positioning, establish standards Cultural and creative products designed and manufactured by Dongsha gulf mud, unified brand image, standardized and efficient publicity, setting and establishing corresponding standards. It lays a good foundation for the development and design of a series of cultural and creative products in the future.

(b) Mobilizing local residents to participate in the design and production of cultural and creative products Mobilize the local people who are willing to participate in the residents, unified training, understand the knowledge of the hotel and understand the performance of the Dongsha gulf mud. References Then let them participate in the mud, dry the mud, make mud, culture, is of great significance and has a long way to go. and participate in simple design, such as making flowers, fruit bowls, simple ceramics for home.

(c) Regularly hold cultural and creative salon activities, show local culture regularly invite design, aesthetics and other related professionals, go to the location of Xiao’ao homestay Village, chat with local people, listen to stories from the ancestors, walk around the beach, the streets and alleys, feel the historical changes in the land; taste their production and life, feel the different culture here. Generate sparks of ideas and apply ideas to cultural and creative products.

(d) Paying attention to local resources and promoting local culture with warmth and warmth Based on the Xiao’ao homestay village, the cultural and creative products designed and produced by Dongsha gulf mud are used as a medium to promote local culture to tourists. With the help of tourists, self-media, net red, etc., spread the business philosophy of Xiao’ao homestay village, the characteristics of the homestay, attracting tourists from all over the country who have feelings for the homestay to come to Daishan to experience and experience in the village.

5. Development Mode, Trend of Cultural and Creative Products

At present, the development of Wenchuang products in domestic museums is mainly divided into four modes: independent research and development, commissioned research and development, purchase and OEM, and copyright authorization.

1. Self development. It means that it owns the design team, seeks inspiration from this artwork, and completes the creative design, and then handed it to the professional manufacturer for mass production. The manufacturer is only responsible for production, and the creative design of the product is completely completed by the team.

2. Outsourcing development. The cultural and creative team directly selects the relevant manufacturers to cooperate, and outsources all the processes of creative, design, development and production of cultural and creative products to the cooperative manufacturers. The team only sells the finished products directly to the OEM, and the sales revenue is based on both parties. The agreed proportions are divided.

3. Buy an OEM. Buying and selling cards is one of the most common and traditional models. The cultural and creative team buys cultural and creative products that match the cultural image and cultural connotation from the market, order products in batches and print relevant brand logos.
4. Copyright authorization. Copyright authorization means that the cultural and creative team entrusts relevant institutions or social forces to use the collection copyright design and production through copyright licensing or copyright transfer. The team obtains the corresponding copyright fee.

In the initial stage of cultural and creative product development, through outsourcing, OEM, and licensing models, the workflow can be simplified in a short period of time, the production cycle can be shortened, development costs can be saved, and immediate results can be obtained. However, in the long run, cultural and creative products are the mainstay of more complete and accurate diagnosis of the cultural connotation and artistic value of the collection. It is necessary to have its own professional design team. It is the general trend to take the independent and independent creative development road.

Summary

The village has the uniqueness and typical characteristics of Zhoushan homestay and even China's current folk customs. It is of great significance and a long way to go to make the seedling like Xiao’ao grow up and become a name card for the communication and influence of Daishan, Zhoushan, Zhejiang and even Chinese culture.

References


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