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Research on Traditional Handicrafts and Strategy of Building Brand Tourism——Taking Chinese Miao Silver Jewellery Crafts as an Example

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ABSTRACT

With the continuous improvement of material life, the tourism market is hot, this paper on traditional handicrafts and brand tourism as an entry point for in-depth analysis, as we all know, Miao silver jewellery is famous at home and abroad, but the lack of branding has become a pain in the neck for its continued survival and development in the new era of innovation. The construction of the brand has become a necessary way for the Miao silver jewellery to continue to survive and develop in the new era. However, due to the limitations of the resources and conditions of the Miao silver jewellery producers and operators, they cannot form a brand image quickly and effectively in a short period of time by their own strength alone. In addition, the production and operation of Miao silver jewellery is not only the operation of products, but also the operation of culture and tourism, so it is a fast and effective strategy for the construction of the Miao silver jewellery brand by combining the study of the tourism culture and the operation of the production and by combining the different producers.

Keywords: Slver jewellery; Tourism market; Brand building; Miao, China

1. Introduction

Traditional handicrafts have unique cultural and value charms, which are mainly manifested in the

following ways: firstly, traditional handicrafts are a kind of cultural inheritance. Each region has a different culture, and the handicrafts formed under different cultural backgrounds are also different.

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Miao silver jewellery, which enjoys a high reputation at home and abroad and attracts the world's attention, has a rich cultural heritage and cultural connotation. Secondly, traditional handicrafts have uniqueness, the biggest characteristic of handicrafts lies in the uniqueness, traditional handicrafts have creativity, traditional handicrafts, does not mean that it is completely old-fashioned or inheritance, it is also able to make adjustments or changes according to the characteristics of the times on the basis of inherited culture. Handicraft work is done by different subjects, each of whom has different feelings and understandings when making handicrafts, and such differences in thinking or innovations will be directly presented in their works.

2. Brief analysis of the development status of traditional handicrafts and tourism products

2.1 Feasibility of traditional handicrafts and tourism product development

Traditional handicrafts, although they have a unique value of existence, have been forgotten by the market in the continuous progress of the times, in the current market, traditional handicrafts to participate in the market competition is the most important way of combining with the development of tourism products, this way of development is wise, tourism as a tertiary industry in the rapid development of the industry and has a sustained vitality, can effectively help traditional handicrafts to develop the market and expand its market share and scope. Tourism, as a fast-developing and sustainable industry in the tertiary industry, can effectively help traditional handicrafts to develop the market and expand their market share. There are many kinds of traditional handicrafts, and different regions have unique handicrafts, but the background of traditional handicrafts determines that these handicrafts are closely related to social life and more simple. It is a perfect combination of aesthetics and practicality that makes people feel the intimate human touch and the concept of making things. Therefore, it is feasible

to use traditional handicrafts as as tourism souvenirs, and has the advantages that other products can not be compared. Tourism products, is a subsidiary product of the development of the tourism industry, its main function is to combine the local natural scenery, customs and people to produce crafts with local characteristics, these crafts are mainly used as tourist souvenirs, collections or gifts for friends and relatives, etc., so the choice of handicrafts with local flavour as a tourist souvenir in line with the needs of tourists.

2.2 Main types of traditional handicrafts as tourism products

The cultivation of traditional handicrafts in tourism products also needs a slow process, not all handicrafts are suitable for selling as a tourism product. From the current market development trend, handicrafts suitable for developing into tourism products are mainly embodied in two major categories of products, one is the clothing category, and the other is the decorative category. First of all, clothing is an important type of handicrafts to open up the tourism product market, because these handicrafts often have distinctive regional characteristics, Miao silver crafts is the most representative one, in the tourism product market is very popular, either as a souvenir, or as a gift is a very good choice. Secondly, decorative crafts, this type of craft tourism products in the current tourism market occupies a large share.

3. Development strategy of traditional handicrafts and tourism products

Tourism souvenirs are the products with the most potential and prospect of art and market development in China. With the development of China's tourism market, consumers' desire for personalised tourism souvenirs is becoming stronger and stronger. Combining the market of traditional handicrafts with the market of tourism products can help traditional handicrafts restore their market vitality and better reflect their commercial value.

3.1 No matter what kind of market development methods and means are adopted, we must be based on the essence of handicrafts, handmade is the fundamental value of handicrafts, so to enhance their market competitiveness and attract more consumers, it is necessary to improve and perfect handicraft skills. The perfection of this production technology requires the producer to strive for excellence, each piece of crafts as a fine product to produce, rather than indiscriminate production at the same time to enhance the aesthetic design of the packaging to enhance the attractiveness of the high level of craftsmanship can better reflect the collection of handicrafts or commemorative value. Therefore, the technology and skills should be improved in the continuous production process, and, with the continuous development of the times, the handicrafts can be improved according to different real needs, to increase its value of use, so as to effectively broaden the market scope of handicrafts.

3.2 Create an advantageous brand of handicrafts with local characteristics of the Miao people

Miao silver jewellery is recognised, loved and favoured both at home and abroad, and the reason why customers and consumers want to buy Miao silver jewellery is not because of the material it is made of - silver - but also because of its rich cultural connotation and symbolic significance. At present, although the producers and operators of Miao silver jewellery are able to produce products, they do not have the ability to introduce, elaborate, analyse and interpret the rich cultural connotations of Miao silver jewellery. The innovation of Miao silver jewellery should be an innovation based on retaining its cultural genes, rather than adopting a completely new form of traditional handicrafts by giving up the traditional cultural elements. The lack of appeal and competitiveness of traditional handicrafts in the current market is closely related to the lack of brand awareness. The development of traditional handicrafts has been influenced by their production habits and historical traditions, and most of them

have been operating in a decentralised manner. This is very obvious in some tourist attractions and cities, and the creation of an advantageous brand of traditional handicraft products can better participate in market competition and establish the image of traditional handicraft products. For the creation of advantageous brands, strengthen the publicity of the products. Emphasis on modern management methods. The production and market development of traditional handicrafts need to adopt modern management concepts, such as the protection of intellectual property rights in the enterprise, applying for patents, the use of this intangible value of the legal form of preservation, to become the core competitiveness of building their own brand.

3.3 Pay attention to the development and connection of tourism market

Combining traditional handicrafts with tourism products requires us to pay attention to the development of the tourism market when we pay attention to the development and development of handicrafts. Although there are commonalities between the two, they do not overlap, so in view of the differences and commonalities, we should make reasonable arrangements for the development of tourism market strategies. Firstly, we should pay attention to the role of cultural market. Handicrafts are the embodiment of cultural inheritance, and arts and crafts are the creations of human culture, with the dual attributes of culture and commodities. It is necessary to jump out of the rules and regulations of pure industry, and link the concepts of culture and art with those of design and creation, production management, management and sales, and talent training, so as to open up a new and broader development space with more characteristics. Secondly, attention should be paid to the development of the tourism market, so as to provide a large number of market trading opportunities for handicrafts. Tourism market itself is not a completely isolated market environment, and some other markets have overlap, the development of tourism market, should actively integrate all kinds of resources,

comprehensive development, tourist attractions and arts and crafts joint packaging and tourism products exhibition and evaluation activities, and strive to make the traditional handicrafts, traditional crafts enterprises production process landscape factory become a hot spot for people's tourism and shopping, tourism and interactive attractions, to achieve the traditional crafts and crafts, and to make the traditional crafts and crafts enterprises production process landscape factory become a hot spot for people's tourism and shopping, tourism and interactive attractions. It is also striving to make traditional handicrafts and traditional arts and crafts enterprises' production process landscape factory become hot spots for shopping, interactive tourist attractions, and realise the interaction and win-win situation between arts and crafts and tourism.

4. Combination of 'research' and 'production': the way to build the Miao silver jewellery brand.

Miao silver jewellery has a certain degree of representativeness in the industry, only that its power is quite dispersed and cannot give full play to the role of the industry's overall synergy. The formation of the brand and build non-certain strength can not, therefore, how to make the production of Miao silver jewellery, business to form an overall synergy, will become the key to the construction of Miao silver jewellery brand construction and build.

Miao silver jewellery production and operation, both commodity production and operation activities, with the general characteristics of commodity production and operation, but also the operation of the unique traditional culture of the Miao people, more with the characteristics of cultural management, thus requiring the construction and building of Miao silver jewellery brand, not only the need to unite the production and operation, but also must combine the production and operation with academic research. Secondly, the formation of industry business chamber of commerce, give full play to the chamber of commerce on the Miao silver jewellery production and management activities to promote the

role. Brand building is inseparable from the effective management of the industry. Disorderly operation, substandard, pestering and selling and other malpractices are not conducive to brand building and branding, these phenomena must be regulated and punished. Although these efforts mainly rely on the industrial and commercial sector, quality supervision departments and other government departments to carry out, but the Chamber of Commerce can also make a difference. The specific approach is: the Chamber of Commerce designed the Miao silver jewellery logo symbol, if the production operators want to use the Chamber of Commerce logo symbol, it must be in accordance with the requirements set by the Chamber of Commerce for the production, the Chamber of Commerce will bear the use of the Chamber of Commerce logo of the Miao silver jewellery reputation. Consumers who recognise the Chamber's logo symbol can buy the jewellery without worrying about the quality of the jewellery. This not only saves consumers' time in purchasing, but also makes them feel assured, at ease, and comfortable with their purchases. Although this strategy focuses on management, it is actually an effective strategy for brand culture construction, because consumer recognition, trust, and even loyalty is the basic landing point of brand culture construction.

5. Conclusion

In conclusion, the construction and building of Miao silver jewellery brand must rely on the joint efforts of academic research and production and management. The value of traditional handicrafts lies in keeping the tradition and retaining the nostalgia, but also in the inheritance of craftsmanship, creating the continuation of value, transferring the traditional handicrafts to the cultural and creative industries, and realising the road of creative modernization of traditional handicrafts.

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