

摘要

题目：秦皇岛城市文创旅游体验包的设计研究

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本论文的研究目的是,分析秦皇岛的地方特征、考察秦皇岛吸引游客的特点及游客对秦皇岛城市文创体验包的需求、设计秦皇岛城市文创体验包最后考察游客对秦皇岛城市文创体验包的满意度。

以 100 名随机游客、3 名本地居民与 3 名专家作为研究对象,使用文献分析法、问卷调查法、访谈法作为研究方法。用平均值与标准差分析,结果如下:

通过分析秦皇岛的地方特征发现有以下五个特征: 1. 自然景观特征: 祖山、碣石山、黄金海岸等自然风光优美; 2. 历史特征: 老龙头、天下第一关、观海亭、角山长城、孟姜女庙老龙头等; 3. 现代化特征: 阿那亚礼堂、阿那亚 UCCA 美术馆、阿那亚艺术中心。

通过访谈了解游客对秦皇岛城市文创体验包的需求,在调查中发现: 1. 游客们期待自然风光、古代建筑和文化遗产融入到秦皇岛文创产品设计中,同时要具创新性独特性便携性。2. 自然与历史资源应通过文创产品的方式传播出去,也应具有教育文化意义。3.

以秦皇岛的历史故事和自然资源为文创产品设计为灵感，利用其自然风光和历史遗迹，结合海洋生物等元素开发具有城市特色的文创产品，并且应在设计中融入更多的环保材料，以上这 3 点需求。

通过调查在游客眼中的秦皇岛最具有吸引力的地方特征发现：1. 祖山和碣石山是最佳自然风光的地区；2. 天下第一关的历史是最独特的秦皇岛历史特征；3. 仙螺岛塔灯塔是最具代表性的标志物，孤独图书馆与海碧塔作为秦皇岛最现代化特色的建筑；4. 老龙头是最具故事性的历史古迹，以上这 4 点吸引力。

通过调查游客对秦皇岛城市文创体验包的需求分析得到：1. 要有精美的线路图和攻略手册；2. 添加趣味性和互动性的设计；3. 具备实用性和便携性的设计；4. 独特性和个性化；5. 与当地文化和历史相关，以上这 5 个需求。

根据以上调查结果，作者开始对秦皇岛城市文创旅游体验包进行设计，最后进行了满意度调查发现：1. 插画设计方面：整体设计风格满意度平均分为 5.00，标准偏差为 0.00，表明消费者对插画整体设计风格有最高的一致性认可。2. 文创产品创意方面：创意引入了令人惊喜的互动元素得分为 5.00，标准偏差为 0.00，表明文创体验包成功融合了秦皇岛市的文化元素且令人记忆深刻。3. IP 形象设计方面：秦皇岛海洋文化在文创体验包中是否得到了充分体现，以推动保护海洋生态环境的意识方面得分为 5.00，标准差为 0.00，得到了消费者一致的认可。4. 大富翁套装设计方面：产品提供了有关秦皇岛市旅游文化的实际信息，以方便您的旅行的得分为 5.00，标准差为 0.00，得到了消费者最高的评价。5. 香氛及包装设计方面：

在产品是否采用了可持续材料或生产方法方面得分为 4.67，标准偏差为 0.70，在环保和可持续方面得到了很高的认可。以上这 5 个结果。总体平均值 (\bar{x}) 为 4.57，标准偏差 (S.D) 为 0.39，处于意见水平上的最高分段。

关键词：秦皇岛，城市文创，旅游体验包，文化创意产品，体验式旅游

Abstract

Title : The Design of Creative Cultural Tourism Experience Package in Qinhuangdao City

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The research objectives of this paper are to analyze the local characteristics of Qinhuangdao, investigate the features that attract tourists to Qinhuangdao, explore tourists' demands for the cultural and creative experience package of Qinhuangdao, design the cultural and creative experience package for Qinhuangdao, and finally assess the satisfaction of tourists with the cultural and creative experience package of Qinhuangdao. The study involved 100 randomly selected tourists, three residents, and three experts as participants. Research methods included literature analysis, questionnaire surveys, and interviews. The analysis is conducted using mean and standard deviations, and the results are shown as follows:

Through the analysis of Qinhuangdao's local features, five characteristics are identified: 1. Natural landscape features include beautiful scenery such as Mount Zushan, Jieshi Mountain, the Golden Coast, and other beautiful scenery; 2. historical features encompass landmarks like Laolongtou, Tianxia First Pass, Guanhai Pavilion, Jiaoshan Great Wall, and the ancient dragon head in Mengjiannu Temple; 3. modern features include structures like the Anaya Auditorium, Anaya UCCA Art Museum, and Anaya Art Center.

Through a survey of the tourists' demands for the cultural and creative experience package of Qinhuangdao, it was found that: 1. Tourists expect the integration of natural landscapes, ancient buildings, and cultural heritage into the design of Qinhuangdao's cultural and creative products with innovation, uniqueness,

and portability. 2. Natural and historical resources should be disseminated through cultural and creative products, including those of educational and cultural significance. 3. The design of cultural products should draw inspiration from Qinhuangdao's historical antiques and natural resources, along with the uniqueness of the town. The environmentally friendly materials should be integrated and designed using the three demands identified.

Through a survey of the most attractive features of Qinhuangdao in the eyes of tourists, it is found that: 1. Mount Zushan and Jieshi Mountain are the best areas for natural scenery; 2. Tianxia First Pass represents the most unique historical feature of Qinhuangdao; 3. Xianluo Island Lighthouse is the most representative landmark, with the Lonely Library and Haibi Tower representing the most modern architectural features of Qinhuangdao; 4. Laolongtou is the most story-rich historical site. These four points represent the major tourist attractions in Qinhuangdao.

Through a survey, tourists' demands for Qinhuangdao's cultural and creative experience package are analyzed, and there are five main demands as follows: 1. The exquisite maps and guidebooks; 2. the interesting and interactive designs; 3. the practical and portable designs; 4. the uniqueness and personalization; 5. The local culture and history design.

According to the results of the above survey, the author proceeded to design the Qinhuangdao cultural and creative tourism experience package. Finally, findings from the satisfaction survey reveal that: 1. Illustration Design: The overall satisfaction with the illustration design style averaged 5.00, with a standard deviation of 0.00. This indicates that consumers are satisfied with the overall illustration design style at the highest level. 2. Creative aspects of cultural and creative products: The introduction of creative and surprising interactive elements received a score of 5.00, with a standard deviation of 0.00. This demonstrates that the cultural and creative experience package successfully integrated the cultural elements of Qinhuangdao and can create a memorable impression for the customers. 3. IP image design: The customers also agree that Qinhuangdao's marine culture reflected in the cultural and creative experience package can promote awareness of the protection of the marine ecological environment, with a mean score of 5.00 and a standard deviation of 0.00. This gains unanimous approval from consumers. 4. Monopoly set design: The customers agree

that the package design provides practical information about Qinhuangdao's tourism culture to facilitate travel, with a mean score of 5.00 and a standard deviation of 0.00. This receives the highest praise from consumers. 5. Fragrance and packaging design: The customers agree that the product uses sustainable materials or production methods, with a mean score of 4.67 and a standard deviation of 0.70. This receives high recognition for environmental friendliness and sustainability. The overall average score was at the highest level, with a mean score of 4.57 and a standard deviation (SD) of 0.39.

Keywords : Qinhuangdao, Cultural and Creative City, Tour Experience Package, Cultural and Creative Products, Experiential Tourism