

Teaching Reform of Tourism Product Packaging Design Based on Students' Innovation and Entrepreneurship Ability

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Abstract: The state strongly supports the innovation and entrepreneurship education in colleges and universities. The people's life orientation, entrepreneurial attitude, idea consciousness, activity ability and entrepreneurial enthusiasm reflected in the entrepreneurship are entrepreneurial culture. When different schools start their own businesses, they will form different cultural concepts and different ways of activities. It includes culture, ideas, experience and beliefs. This paper discusses the packaging of tourism products under the cultivation of innovative entrepreneurial ability, and discusses the concept of tourism product packaging and the necessity of packaging of tourism products in combination with the practice of tourism production in China, focusing on the principles of packaging of tourism products and packaging of tourism products. Problems in the types and contents.

1. Introduction

Innovative ability refers to the ability of people to use knowledge and theory to continuously provide new ideas, new theories and new methods with economic value, social value and ecological value in the fields of science, art, technology and various practical activities. The ability to innovate is the soul of national progress and the core competitiveness of the country. The essence of competition between countries today is the competition of human creativity. Entrepreneurial ability refers to the ability to discover or create a new field, to understand and create new things, and to be a practical and comprehensive ability with entrepreneurship as the core. For tourism product packaging, tourism products are different from other products, which are characterized by comprehensiveness, intangibility, psychological dependence and fixation. Therefore, this paper studies the packaging of tourism products, which has distinct characteristics compared with the

packaging of general products in terms of packaging principles, contents and techniques. In addition, the packaging of tourism products is conducive to the promotion and promotion of tourism products by enterprises, and it is an important factor to increase the attractiveness of tourism products.

2. The Practical Significance of Carrying Out College Students' Innovation and Entrepreneurship Training Program in Colleges and Universities

College Students' package innovation and entrepreneurship training program for tourism products is conducive to promoting the reform of innovative and entrepreneurial talents training mechanism in Colleges and universities. The project mentors carefully guide, participate in the whole process, and guide the students from the project conception, the planning of the project, the implementation of the project and the whole process of evaluation. The college students' innovation and entrepreneurship training project integrates "learning, doing and researching" to stimulate students' innovative thinking and cultivate their innovative and entrepreneurial abilities. The implementation of innovation and entrepreneurship training program for college students' tourism product packaging is conducive to promoting the transformation of educational ideas, reforming the training mode of talents, strengthening the training of innovation and entrepreneurship in the tourism industry, and cultivating innovative talents in the tourism industry for the construction of innovative country.

The package training program for innovative and entrepreneurial tourism products of college students provides opportunities for teachers and students to cultivate innovative and entrepreneurial practice, and helps to cultivate the creative and entrepreneurial ability of teachers and students. On the one hand, students have trained the ability to think independently and independently in the process of project implementation, learn to acquire information, integrate knowledge, cultivate time management and overall planning awareness, and gain valuable experience in interpersonal communication and team cooperation; on the other hand, teachers are guiding college students to innovate and start the training program. In this view, we have set up a concept of cultivating innovative talents, actively explore new teaching methods of packaging for tourism products and new ways of innovative entrepreneurship education, and establish a new relationship between teachers and students, which are equal, mutual assistance and harmonious between teachers and students. Therefore, the implementation of the package innovation and entrepreneurship training program for college students' tourism products has truly realized the teaching and learning of the tourism industry.

3. The Necessity of Packaging of Tourism Products

Product modern theory that companies properly packaged product can produce many significant benefits, thus the product packaging is one of the important enterprise management tools. For tourism companies, in the fierce competition in the tourism market, in order to survive and create certain social and economic benefits, it is necessary to fully recognize the necessity of packaging of tourism products.

3.1. The Fierce Competition in the Modern Tourism Market Requires Us to Travel

Currently, there is fierce competition in the international tourism market and the domestic tourism market. On the macro level, it is the competition between regions. On the micro level, it is the competition between tourism companies. The former pays attention to the image propaganda of

the tourist destination, while the latter pays more attention to the marketing work. Whether the former is dominated by government behavior or the latter is dominated by corporate behavior, everyone is trying to accomplish "getting attention--promoting understanding--inspiring interest--buying" with the fastest speed and the lowest cost. This marketing process. And making tourism products more eye-catching through the packaging of tourism products is undoubtedly an important factor in this process.

3.2. The Modern Consumer's Consumer Psychology Requires Packaging of Tourism Products

Tourism activities belong to high-level consumption activities of human beings. In addition to the higher material needs in the process of tourism activities, people are more likely to meet the psychological needs of high-level psychological needs such as respect, socialization and self-realization. In the process of satisfying the psychological needs of these aspects, tourists have higher requirements on the cultural connotation of tourism products. By packaging the tourism products, the tourism products are in line with the cultural and psychological needs of tourists, which is also attracting tourism. One of the important means of the person.

3.3. The Life Cycle of Tourism Products Requires Us to Package Tourism Products

Like other products, tourism products have a gradual transition from the initial stage to the development stage, maturity stage and recession stage. A tourism destination and a tourism product must undergo a natural process of prosperity and decline, while the tourism industry and It is a fundamental task for managers to extend the maturity of tourism products as much as possible to obtain more profits. Proper packaging of tourism products to attract potential tourists and create new attractions is an important way to do this.

3.4. Classification Algorithm

With the development of tourism, the types of tourism products are increasing day by day. How to deal with the problem of tourism products that have lost their souls is not a simple matter. For this reason, this article chooses the product packaging composition algorithm to classify tourism products.

The activation function is often used in conjunction with the convolution operation, and its function is to perform a nonlinear mapping of the convolution operation result, which is very important for deep neural networks. On the one hand, if each layer of neural network is a linear operation, it will be meaningless to increase the depth of the network; on the other hand, when the classification is more complex, the nonlinear model has a stronger ability to express the classification plane than the linear model. Commonly used activation functions are sigmoid, tanh, softplus and ReLU. The expressions of the sigmoid function and tanh function are as follows:

$$\text{sigmoid}(y) = \frac{1}{1 + e^{-y}} \quad (1)$$

The most important output layer is the classification function and the loss function, the most commonly used are the Softmax function and the corresponding Softmax cross-entropy loss function. The Softmax function solves the multi-classification problem. Its function is to convert the input data into the probability corresponding to each classification. The calculation formula is as follows:

$$Q_i = \frac{f^{y_i}}{\sum_{M=1}^L f^{y_m}} \quad (2)$$

Among them, y_i represents the i -th input of a total of L category inputs, and guarantees that the sum of the probability distributions of all categories is 1. That is $\sum_{i=1}^L Q_i = 1$

3.5. The Value of Modern Products Requires Us to Package Travel Products

We can add value to tourism products to a certain extent through the packaging of tourism products. The laws of modern products tell us that the cost of packaging a product can be compensated to some extent from the value of tourism products, and it is possible to create new intangible value.

4. The Existing Problems of Tourism Product Packaging

4.1. Questionnaire Research

In order to understand the preference tendency of tourists' tourism product packaging, and the problems existing in tourism product packaging, this article adopts a questionnaire survey method to conduct a questionnaire survey on tourists and tourism product packaging design management personnel. In this paper, a total of 200 questionnaires were distributed and 182 were collected and 180 valid questionnaires were collected.

4.2. Lack of Innovative Capacity

The improvement of technological innovation capability mainly depends on the investment in the development of tourism product packaging design technology. One of the most serious problems in the current development of tourism product packaging design is the lack of technological innovation. To achieve the cost reduction of tourism product packaging design products, improve the quality of tourism product packaging design products and enhance the company's image, and promote product sales and market share, it is fundamentally dependent on the development of science and technology, relying on technological innovation, technology. The shortage seriously affects the cost reduction of the packaging design of tourism products, the image of the company, and the sales of products. In the development process of tourism products, the current tourism product packaging design has always been an important means of rapid development with low technology level and labor-intensive development. Therefore, it relies mainly on human resources and is relatively backward in production equipment and technology. Although this development model is in line with its development needs for a long period of time, with the intensification of competition, to reduce the cost of products, it must face the major issue of industrial upgrading and technical adjustment of tourism product packaging design. Become a bottleneck in the development of packaging design for tourism products.

4.3. The Industry Norms are Insufficient

As the packaging design of tourism products is still in its infancy, its branding in industrialization is still in its infancy in China. The current problem is that the level of development is not high, and the overall industry lacks a set of effective standards. specification. At present, there are no clear laws, regulations and system specifications for tourism packaging design. Due to the different industry thresholds, the level of personnel in the organization is uneven, and the follow-up services lack uniform standards and standardized processes. This has caused the overall situation of the tourism product packaging design market to be more complicated and the management is more chaotic.

4.4. The Current Cultural Connotation of Tourism Product Packaging Design in the Traditional Form Needs to be Strengthened

In recent years, in the domestic tourism product packaging design, packaging design with different cultures has attracted a lot of attention. As the packaging design of tourism products can meet the various needs of people in life and work, along with the improvement of people's taste and quality of life, the ability of packaging design of tourism products is also constantly improving. The packaging design of tourism products refers to the combination of artistic, national and functional, in accordance with the environment of consumption and the needs of the people, according to the environment of consumption and the needs of the people, in order to meet the survival and life of the people. The development needs a discipline.

5. Innovative Development Proposals for Tourism Product Packaging Design

5.1. With Consumers as the Core

With the rapid development of today's technology, to successfully promote the research and development of tourism product packaging design innovation, to achieve orderly and healthy development, we need to rely on the establishment of the brand. As a research on marketing design of tourism product packaging, in the process of persisting in reform and innovation, the most important thing is to understand consumer consumption and consumption habits and pay attention to their consumption psychology.

In the face of increasingly fierce market competition, how to make tourism product packaging design innovation and development overall marketing strategy more effective, more adapt to market development, the essence is to pay attention to the psychological needs of consumers, to form a brand with strong market appeal to meet demand , forming an incomparable brand effect. After determining the target for use, aiming at the target user's needs, namely the symbolic, regional, aristocratic characteristics of the product, firmly grasp the consumer's psychology, implement targeted marketing strategies such as brand and price, and realize success.

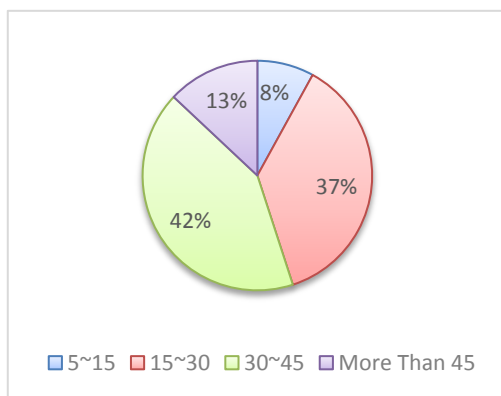


Figure 1. Tourist age composition

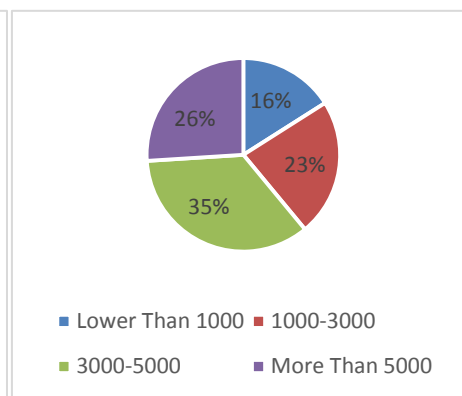


Figure 2. Tourist income composition

As shown in figure 1, there are 42% tourists are aged 30~45, which means it is mainly composed of middle-age tourists. So, according to the figure 1, the tourism product packaging design should meet the requirements of middle-age tourists. Besides, it also takes account of 37% for young people. Therefore, Businesses can also consider targeting tourism products to youth. In addition, we should take income into the purchase. From the figure 2, there are 61% have more than 3000 yuan a month, which means our tourists' power of purchase is not bad. Of course, their purchase power is not very strong. Therefore, the design of product is no need too expensive.

5.2. Looking For Innovative Ways to Break Through the Traditional Performance

Cultural elements are the concrete manifestations of inheriting national culture. The elements of design that are first considered in the packaging design of tourism products are cultural elements. The positive role of these cultural elements is that it carries rich cultural connotations and historical accumulations, that is, contains different Extended meaning and intentional text, textures and graphics. There are always some special symbols in Chinese national culture that represent a particularly important meaning. This is a summary of modern people's history and their embarrassment for future life. The positive spiritual significance generated by the traditional Chinese cultural spirit has been well used in the packaging design of modern tourism products. The packaging design of tourism products is not only based on the efficacy and technology, but also inherited from the mind. In modern design, the use of these elements is not to be completely copied, but to combine these culturally totems with modern styles and designs to create new sparks.

Table 1. Views of tourists and managers on product packaging design

	Tourists	Design Management Personnel
Cultural Exhibition	23	27
Cultural Features	25	30
Leisure Features	27	18
Brand Speciality	25	25

As shown in table 1, tourists think the leisure feature in product packaging design is more important. While design management personnel believe cultural feature is the most element in product. So when design a packaging, it can take their individual cultural features and brand speciality into consideration.

To sum up, this article will take the brand influence, text design, graphic style and style, photo images, mascots or spokespersons, and color brand symbolic representations, added value, use of packaging advantages, and characteristic effects. Carry out the packaging design of tourism products.

5.3. Tourism Product Packaging Application-Oriented Teaching

The curriculum includes the basic theory of packaging, the history of packaging, the market research and positioning of packaging (including consumer psychology, design psychology), packaging design (container design and carton packaging structure design), packaging materials, packaging design, packaging and printing technology, including packaging economics and environment. Ecology, packaging laws and regulations, and packaging design practice. Understand the specific limitations and requirements of the knowledge and technology related to the design of packaging design on dimensions and structures, and to cultivate the students' ability to complete the design work in various rules and restrictions. At this stage, the teaching of packaging container modeling design is strengthened, the knowledge of software course is integrated, the students of tourism product design are made by CAD and 3D as the design manuscript, and the container modeling is rendered, and the material and technology are tagged to form a complete container model which can be put into production.

6. Conclusion

Tourism industry has become a new growth point of the world economy, tourism product development and design directly related to the prosperity and economic development of the market, now more and more concern and attention. On this basis, the development of China's product packaging design and professional education is an important bridge for China's tourist souvenirs and traditional culture to the public, the public to understand the tourism culture, and an important opportunity for packaging design innovation and development. Our packaging design education is incumbent, and our younger generation of packaging designers have a long way to go.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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