

Development and design of cultural tourism products integrating China historical sites

Wei Ye

School of Economics and Management, Changji University, Changji City, Xinjiang, 831100, China

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Abstract: Culture and tourism complement each other and coexist and prosper together. Historical sites are a combination of scientific, technological, cultural knowledge and art, and historical sites are also historical carriers. Tourism survival has become an important model for the protection and inheritance of historical sites. In the integrated development mode of cultural industry and tourism industry, tourism can make full use of the culture in the cultural industry to transform the form of cultural tourism products and enhance the cultural taste of cultural tourism products. Firstly, this paper expounds the integration of cultural industry and tourism industry, then analyzes the problems in the development of cultural tourism products in historical sites, and finally, puts forward the development and design scheme of cultural tourism products integrating China historical sites. We study this project to provide some reference for the protection and utilization of historical sites in other similar areas, in order to effectively protect historical sites and achieve the common goal of win-win economic and social benefits.

1. Introduction

In the era of big data, digitalization has entered all fields of the world today, and the digitalization of cultural tourism is gradually advancing around the world. The integration of literature and tourism is an important demand of the people in the new era. Culture and tourism complement each other and coexist and prosper together. Historical sites are a combination of scientific, technological, cultural knowledge and art, and historical sites are also historical carriers. Tourism survival has become an important mode for the protection and inheritance of historical sites [1-3].

In the development of historical sites, the relevant subjects use the concept of cultural creation to design and develop products, and act on the historical sites themselves in tangible or intangible ways, and promote the innovation and creation of historical sites with the help of modern technology, networks, tools and platforms. In China, the industry most closely related to the protection and development of traditional culture is tourism [4]. The development of cultural tourism products of historical sites has brought new development opportunities and broadened the development space of tourism. It is the general trend of tourism development in China to combine cultural and creative products of historical sites with tourism.

2. Integration of cultural industry and tourism industry

The emergence of industrial convergence originated from the field of information and communication, and the main reason is that the improvement of technology promotes the integration, transformation and upgrading between traditional industries. Therefore, the high-tech revolution based on information technology is the driving force and catalyst for industrial convergence [5].

With the continuous development of industries, the barriers and boundaries between industries have been gradually broken, and the industrial boundaries have gradually become blurred and open, so the integration between industries has emerged. Among them, technology is an important factor to promote the breakthrough of industrial boundaries. At the same time, culture is the soul of tourism, and it is also the root of promoting the cultural connotation of tourism industry. Through cultural resources and cultural creativity, the cultural added value and market attraction of the tourism industry have been strengthened, forming a trend of integrated development of cultural industry and tourism industry.

The industrialization of culture is closely related to tourism, and there has always been industrial overlap and overlap between cultural industry and tourism industry. Tourism provides an important way for cultural inheritance, dissemination and value realization [6-7]. Therefore, in the integrated development mode of cultural industry and tourism industry, tourism can make full use of the culture in cultural industry to transform the form of cultural tourism products and enhance the cultural taste of cultural tourism products; The integration of cultural industry and tourism industry is formed by the interaction of many factors, which can be simply summarized as the inevitability of integration, the promotion of integration by external forces, and the basis and conditions for promoting integration, including consumer demand, industrial upgrading and transformation, policy drive, cultural creativity, technical support and so on.

3. Problems in the development of cultural tourism products in historical sites

3.1. Product design lacks originality

Historical sites have two value attributes, namely, cultural value and economic value attribute. Among them, cultural value is its basic attribute and the origin of its social value and economic value. Economic value is an extension of cultural value, and cultural value can be transformed into economic value under certain conditions [8].

The value of historical sites includes three levels: basic value, derivative value, and secondary derivative value, forming an understanding system of the value of historical sites. As shown in Figure 1.

At present, with the strong support of the state, the protection and inheritance of historical sites are actively promoted, which provides new opportunities for the development of cultural tourism products of historical sites [9]. Some product design companies have limited funds, so they can't conduct systematic market research according to the needs of product development. They don't have a clear grasp of the market and accurate positioning. The design companies lack creative talents, and they focus on the function of the products in their design, ignoring the cultural value, which makes the cultural tourism products of historical sites fall into the same routine, making it difficult to form market competitiveness. It is difficult to upgrade and improve the cultural tourism products of historical sites, and the development of cultural industry is in a bottleneck.

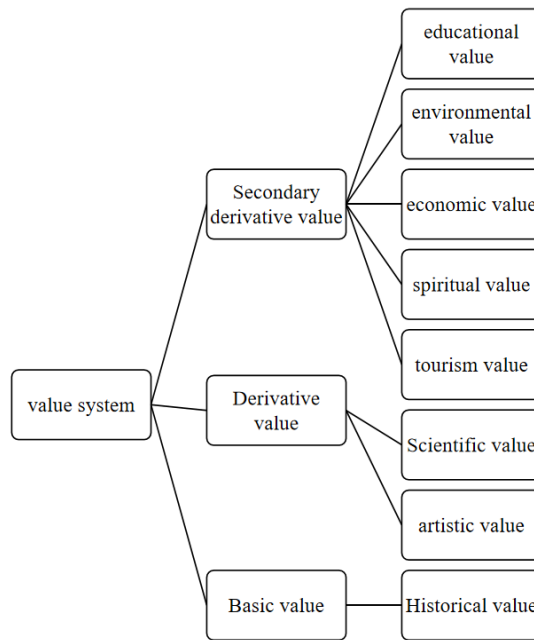


Figure 1: Value system of historical sites

3.2. Lack of brand building and marketing awareness

At present, as a whole, the design level of cultural tourism products is not enough, the design creativity is not original enough, and the cultural tourism products of historical sites have not yet had an influential brand. Affected by the lack of high-end design talents, brand and marketing awareness, cultural tourism products failed to form a brand and scale, and their market competitiveness was relatively low. Although universities have begun to devote themselves to the design and development of cultural tourism products in recent years, the problems in design, marketing, packaging and brand building should not be ignored, and the cultural elements of historical sites can not be well integrated into the design and development of cultural tourism products in this case.

3.3. The cultural tourism products of historical sites lack the times

The design and development of cultural tourism products of historical sites is still in its infancy in China, but it has been paid more and more attention by the government. Relevant departments have issued corresponding policies, proposing to combine cultural tourism products with traditional culture with national and regional characteristics, and to support the establishment of tourism cultural and creative brands of historical sites. Cultural tourism products are business cards of historical sites, which have strong regional characteristics, national characteristics and historical sites characteristics, and it has strong attraction and promotion power for tourists. However, at present, the vast majority of cultural tourism products lack the characteristics of the times and stick to the original design form. Although this can completely preserve the cultural connotation and characteristics of the original historical sites products, it will also give contemporary consumers who are pursuing novelty and creativity a lagging sense of the times and lack a strong sense of identity with historical sites products [10].

4. Development and design scheme of cultural tourism products integrating China historical sites

4.1. Using modern digital science and technology to design creative travel products

With the development of Internet technology, many tourists began to share their experiences through Internet social platforms, and online marketing began to occupy an increasingly important position. Under the background of digitalization, it is a popular way to show historical sites through various digital media platforms. The digital presentation of historical sites is an important means to spread cultural tourism products for historical sites in a modern and intelligent society, which is conducive to entering the public life and meeting the diversified consumption needs of the market.

Based on augmented reality technology, virtual reality technology, positioning technology and background management platform, intelligent navigation can provide comprehensive services for the public, such as real-life navigation, virtual navigation, real-life enhancement, tour line recommendation, online ticket purchase and data download, etc., and apply graphic, audio, video, animation and other methods to meet the public's information access and route strategy before traveling.

In the design of cultural tourism products, you can also experience the real journey of AR by scanning the two-dimensional code guide logo with AR tips. Urban planning departments and cultural heritage management agencies should redesign a unique display system for historical relics with unique themes, enhance the cultural connotation of historical relics, actively guide the public to establish the concept of inheriting and protecting traditional historical relics and cultural confidence, and ultimately achieve "emotional interaction" between the public and historical relics.

4.2. Cultural marketing and communication

Brand management should not only manage the image, but also manage the attention. Nowadays, the development of tourism is a competition for attention and attraction. Therefore, to enhance the popularity and influence of historical sites depends on the management and effective communication of historical sites brands in terms of image power and attention. The cultural marketing and communication mode of cultural tourism products in historical sites is shown in Figure 2:

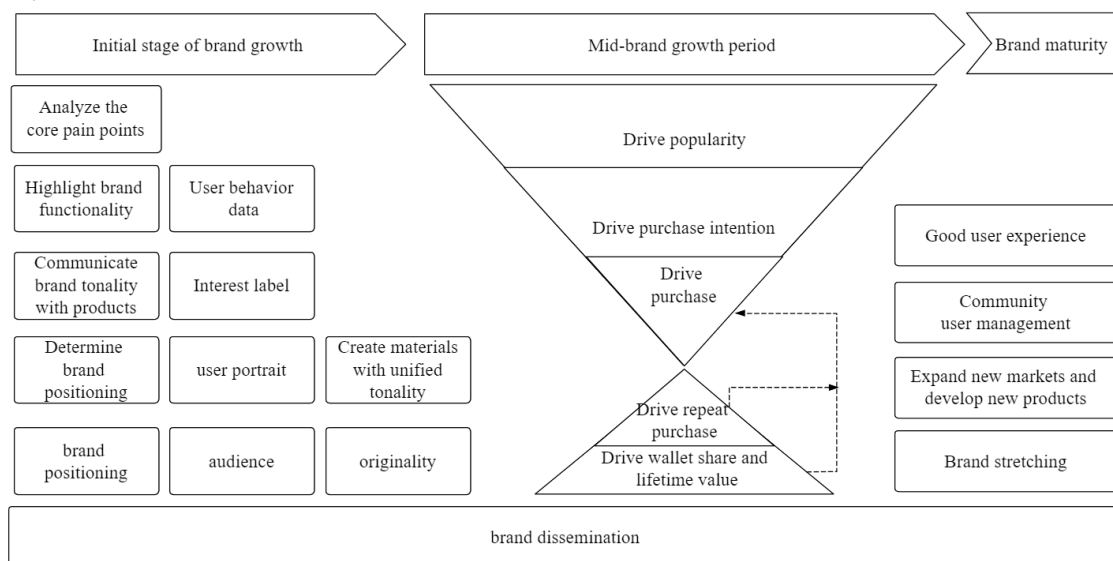


Figure 2: Cultural marketing and communication mode

Integrated marketing communication is the systematic integration of various marketing and communication means, the purpose of which is to convey the brand information, brand core value and brand personality of products and services to the minds of potential consumers or existing consumers, and to generate awareness and recognition of the brand, so as to enhance the popularity, reputation and loyalty of the brand of historical sites.

Based on the development of the Internet and the popularity of smart phones, relevant staff should also do a good job in the operation and publicity of cultural tourism products, so as to quickly spread relevant information through Internet platforms such as WeChat official account and Weibo. Good products need to be spread through packaging and publicity. We should use the platform of the Internet and the current new media marketing channels to promote the sales of cultural tourism products through such information dissemination. At the same time, it can also be combined with local influential festivals such as Daughter's Day and Tourism Festival to increase publicity and stimulate consumption.

4.3. Promote the integration of cultural tourism products and cultural creativity

Cultural tourism products often represent the natural or humanistic characteristics of a historical site, and are an important part of a historical site, which embodies the brand image of a historical site. As a historical site, when designing and developing cultural tourism products, we should combine the characteristics of historical sites and regional culture to create distinctive brand cultural tourism products from two aspects of culture and creativity. We must have brand culture, pursue innovation, have local characteristics, have reliable stores, have long-term plans and have publicity and promotion.

The design and development of cultural tourism products are based on the needs of tourists, and modern fashion concepts, culture, creativity and scientific and technological means are integrated into them. It is necessary to highlight the cultural connotation of commodities, reflect certain themes, and form serialized products, and then form branded cultural tourism products under the guidance of cultural themes. Only by excavating and utilizing the tourist souvenirs and handicrafts creatively developed by regional culture and special historical sites can we attract tourists' interest. The design should not only reflect the regional cultural characteristics, but also combine with contemporary fashion aesthetics to develop cultural and creative cultural tourism products that meet the needs of the tourism market and integrate aesthetics, quality, culture and practicality. In addition, its regional uniqueness and traditional technological characteristics are reflected in the raw materials and technological processing of cultural tourism products.

4.4. Introduce craftsman spirit

The existing design of cultural tourism products in historical sites is scattered, lacking systematic planning, and the overall design level needs to be improved. The construction of cultural and creative industrial chain needs to introduce craftsman spirit. Only by taking cultural spirit as the core concept, closely connecting with regional historical sites, supplemented by designers' creative thinking, talents and inspiration wisdom, can the construction of tourism cultural and creative industrial chain be truly realized; The deeper integration of intangible culture needs to pay attention to the excavation and extraction of related images, and the skilled craftsmen related to historical sites are the key, so the design can be carried out by combining related images, shapes and symbols.

5. Conclusions

In the development of historical sites, the relevant subjects use the concept of cultural creation to

design and develop products, and act on the historical sites themselves in tangible or intangible ways, and promote the innovation and creation of historical sites with the help of modern technology, networks, tools and platforms. The industrialization of culture is closely related to tourism, and there has always been industrial overlap and overlap between cultural industry and tourism industry. Tourism provides an important way for cultural inheritance, dissemination and value realization. The design and development of cultural tourism products from the perspective of historical sites should pay attention to the influence of many factors. In the design of cultural tourism products of historical sites, it should be effectively integrated into the design of cultural tourism products to avoid homogenization. At the same time, tourism management departments and cultural heritage protection institutions utilize modern science and technology to develop historical and cultural tourism products; Utilize new media channels for communication and marketing, shape the city's brand image, and create consumer recognized historical and cultural tourism products.

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