

# *Research on the Diversified Exploration in the "Cultural and Creative +" Model*

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**Abstract:** With the rise of metaverse technology and the popularity of study travel, the cultural and creative industry in Dalian is facing new development opportunities. This study aims to explore the diversified development strategies of the cultural and creative + model in Dalian to promote the innovation of cultural and creative products and enhance the consumption experience. Currently, the cultural and creative industry in Dalian mainly relies on the sales of derivatives, lacking in-depth cultural exploration and online platform support. Through the application of emerging technologies such as the metaverse, Dalian has the potential to develop more interactive and personalized cultural and creative products, such as customized experiences combined with AR technology. At the same time, the cultural and creative industry needs to strengthen brand building, deeply explore local culture, integrate intangible cultural heritage, and enhance the cultural connotation and market competitiveness of products. The exploration of cross-border cooperation models, especially cooperation with universities, will introduce fresh blood to the cultural and creative industry and promote industrial innovation and talent cultivation. This study also points out that the establishment of an online metaverse platform is crucial for expanding market influence and enhancing the city's image. The future development of the cultural and creative industry in Dalian needs to adopt a phased strategy, from brand building to the construction of the online platform and then to the deepening of cultural content, in order to achieve the comprehensive intelligent upgrading and sustainable development of the cultural and creative industry.

## **1. Bottlenecks that the Cultural and Creative Industry in Dalian Urgently Needs to Break through under the Background of the Metaverse**

In the "Cultural and Creative +" diverse model, the market consumption ability and consumption quality have been significantly improved, and the tourism model has gradually shifted from simple sightseeing to diversification and experience. Along with the surge in the number of tourists and the demand for study tours and research tours, the development level of cultural and creative products in Dalian is urgently in need of improvement. With the progress of the times and technology, traditional cultural and creative products can no longer meet the needs of the broad masses. At present, it is necessary to effectively utilize the value connotation and cultural elements of Dalian's

cultural resources, focus on enriching the structure of cultural and creative products, and by virtue of metaverse-related technologies combined with exhibitions, performing arts, film and television, tourism, and education, highlighting the characteristics of coastal regional culture. Vigorously develop the form of metaverse + cultural and creative to create online and offline platforms.

The current cultural and creative products in Dalian are all derivative products. Generally, such derivatives are the artistic symbols and logos of Dalian's scenic spots, without deeper exploration and design of Dalian's products or culture. "To break this limitation, it is necessary to have one's own brand and original product design. At present, the well-known "Taobao of the Forbidden City", the flagship store of the Dunhuang Research Institute, and the Henan Provincial Museum are all increasingly mature museum cultural and creative industry brands. However, the Dalian Modern Museum, the Natural History Museum, and the Dalian City Art Museum have not yet established corresponding cultural and creative industry brands and online sales platforms [1].

The various challenges faced by the Dalian cultural and creative industry in the development process are actually the inevitable result of the continuous integration of cultural creativity and the development of technological era. The traditional cultural and creative product development model, relying on derivatives with the theme of artistic symbols and logos of scenic spots, can no longer meet the requirements of consumers for cultural depth and personalized experience. This situation requires the Dalian cultural and creative industry to make in-depth adjustments, adopt a diversified development strategy, and break through the bottlenecks of product homogenization, lack of online platforms, insufficient cultural depth, and limited technological application.

In order to promote the transformation and upgrading of the Dalian cultural and creative industry, it is first necessary to strengthen brand building and original design, deeply explore the local culture, and create cultural and creative products with regional characteristics and market competitiveness. Designers should deeply study the history and culture of Dalian, extract the essence elements from it, and combine with modern design concepts to create cultural and creative products that have both traditional charm and conform to modern aesthetics. Through these original designs, create a unique cultural and creative brand, thereby enhancing the market influence and cultural communication power of the products [2].

## **2. Research on the Development Strategy of Metaverse Cultural and Creative + in Dalian Based on the Upsurge of Study Tours Continues**

In the modern social background where study tour and metaverse technology are developing rapidly, Dalian, a city with a unique geographical location and rich cultural resources, has ushered in a brand-new opportunity for the development of the cultural and creative industry. The rise of study tour has driven the growth of the demand for in-depth cultural experience, and the introduction of metaverse technology, especially the wide application of AR technology, has provided technical support for the innovation of Dalian's cultural and creative industry, making it possible for the deep integration of online and real scenes, and then creating a new type of cultural and creative product experience with high interactivity and personalization characteristics.

Currently, although Dalian's cultural and creative industry is still in the primary stage in the utilization of metaverse technology, it has initially shown the potential of AR technology application, enabling tourists to experience customized cultural and creative products in the metaverse world. For example, tourists can combine their own images with Dalian's tourist attractions to create unique tourist commemorative photos. However, the popularity of these applications is not high yet, and there is still much room for improvement in the deep-level development of Dalian local cultural characteristic products [3].

Dalian's intangible cultural heritage is a precious wealth of the cultural and creative industry. The

application of metaverse technology enables these cultural heritages to be presented in digital form, allowing tourists to experience in person the production process of traditional handicrafts such as Fuzhoucheng shadow puppets in a virtual environment. This not only enhances the inheritance intensity of culture but also deepens the impact of experiential education.

In February 2024, the "Giant Bear Beibei" 4D movie launched by Dalian Xiongdong Street, as an innovative practical case of cultural and creative + metaverse, through the combination of 3D display and multi-sensory experience, as well as story-based content and immersive experience, has greatly enhanced tourists' interest and purchase desire for Dalian cultural and creative products. This new cultural experience way maximizes the story and artistry of cultural and creative products, providing a brand-new idea for the development of Dalian's cultural and creative industry [4].

Therefore, in the process of promoting the development of the cultural and creative + metaverse industry in Dalian, the following aspects must be emphasized:

Firstly, strengthening the cooperation with technology companies is crucial to continuously improve the application level of metaverse technology in cultural and creative products, especially the deep integration of AR and VR technologies. This requires the cultural and creative enterprises in Dalian to establish closer cooperative relations with scientific and technological innovation enterprises to jointly develop more interactive and experiential cultural and creative products to ensure the perfect combination of technology and culture [5].

Secondly, deepening the excavation of cultural connotations is the key to realizing the sustainable development of the cultural and creative industry. Dalian should integrate its rich local cultural resources to develop cultural and creative products that meet the market demand, emphasizing their story and cultural value. This not only needs to conduct systematic research from the perspectives of history, folklore, and art, but also explore innovative expression forms, such as through interactive stories and virtual experiences to make the cultural connotations vividly presented.

In addition, establishing an online metaverse platform is crucial for forming a new type of online and offline combined cultural and creative market. This platform not only provides tourists with convenient virtual experiences and purchase channels but also helps the wide spread and market expansion of cultural and creative products. Through the online platform, Dalian's cultural and creative products can be promoted to the world, allowing consumers from all over the world to feel the cultural charm of Dalian [6].

Finally, relying on Dalian's higher education resources, cultivating a group of cultural and creative design talents with a metaverse perspective provides talent guarantee and intellectual support for the sustainable development of the cultural and creative industry. Incorporating metaverse-related technologies and applications in the education curriculum, and cultivating students' innovative design abilities and practical operation skills through practical projects and workshops. At the same time, Dalian can also provide a realization platform for these potential design ideas through policy support, such as setting up special funds and providing incubator spaces to support students and teachers in turning creative ideas into reality and further promoting the diversified and intelligent development of Dalian's cultural and creative industry.

Through the implementation of the above strategies, Dalian's cultural and creative industry is expected to ride the wave of the metaverse and create a more brilliant future. This can not only promote the development of the local cultural industry, enhance the city's image, but also provide a practical platform for college students and promote talent cultivation, laying a solid foundation for the continued prosperity of the cultural and creative industry in the future [7].

In promoting the development of Dalian's cultural and creative industry, efforts must be focused on the deep integration of innovation and technology. Developing study tour products needs to combine metaverse technology to create projects with educational significance and high

experiential nature, such as using virtual reality technology for historical and cultural explanations and augmented reality interactive games to meet the growing market demand for personalization and in-depth experience. To strengthen the brand image and market attractiveness of Dalian's cultural and creative industry, high-quality cultural content such as historical documentaries and digital art exhibitions must be invested in and widely spread through online platforms [8].

At the same time, cooperation with colleges and research institutions is crucial for the research and application of metaverse technology. Such cooperative relationships help continuously explore the integration of advanced technologies into the cultural and creative industry, thereby enhancing the technological level and market competitiveness of cultural and creative products. In terms of marketing strategies, precise marketing strategies need to be formulated according to different consumer groups and market demands, and various channels such as social media and online advertising should be used for promotion to expand the market influence of Dalian's cultural and creative products. In addition, the creative integration of culture and technology is the key to enhancing consumers' participation and experience. It is necessary to explore the unique value of Dalian's local culture and carry out innovative cultural expressions through technological means [9].

Finally, the cultivation and introduction of talents are the cornerstone of the sustainable development of the cultural and creative industry. Dalian should establish professional training projects, academic exchanges, and internship opportunities to cultivate and attract design talents with a metaverse perspective for the cultural and creative industry. These talents will play an important role in the future cultural and creative industry, not only promoting the innovation and diversity of cultural products but also providing solid human resources support for the long-term development of Dalian's cultural and creative industry. Through these comprehensive measures, Dalian's cultural and creative industry will fully utilize the new opportunities of the metaverse era and create a more brilliant future [10].

### **3. Join Forces with the Design Power of Universities to Build a Multi-Dimensional Integrated Cultural and Creative Industry**

Under the brand-new technological background of the metaverse, Dalian, as a city with profound artistic heritage, it is necessary to make full use of its higher education resources, especially the advantages of art design and digital media technology majors, to build a multi-dimensional integrated cultural and creative industry. This strategy can not only promote the rapid development of the local cultural and creative industry, but also stimulate the vitality of academic research and practical innovation in universities, forming a new model of university-local cooperation.

The metaverse brings a technological revolution. The technologies in the aspects such as the blockchain, human-computer interaction, video games, digital twins, and artificial intelligence contained therein provide unprecedented opportunities for the development of the cultural and creative industry. Through the artistic design power and digital media technology of universities, a rich and colourful virtual world can be created, and these virtual worlds can greatly enrich the cultural experience of citizens and tourists and enhance the cultural soft power of the city.

Dalian can organize design work collection and competition activities among universities to encourage students to combine creativity with metaverse technology and explore new forms of cultural and creative products. These work collection activities should not be limited to theoretical research, but should pay more attention to practical application, and encourage students to apply innovative designs to the actual development of cultural products, such as virtual reality exhibitions, augmented reality games, digital art works, etc. In this way, the design and technical power of universities can be closely combined with the local cultural and creative industry to form a virtuous cycle that is conducive to promoting industrial development.

In addition, universities should also take on the responsibility of cultivating talents for the future cultural and creative industry in this process. Through the forms of curriculum setting, practical projects, and workshops, students are cultivated to master metaverse-related technologies and their application capabilities in the cultural and creative industry. At the same time, Dalian can also provide a development platform for these excellent design ideas through policy support, such as setting up an innovation fund and providing incubator space, to support students and teachers to turn their ideas into reality and further promote the diversification and intelligent development direction of Dalian's cultural and creative industry.

To sum up, by uniting the design power of universities, Dalian will be able to create a multi-dimensional integrated and vibrant new ecological cultural and creative industry in the metaverse era. This can not only promote the development of the local cultural industry, enhance the city image, but also provide a practical platform for college students and promote talent cultivation, laying a solid foundation for the continuous prosperity of the future cultural and creative industry.

#### 4. Conclusions

The cultural and creative industry in Dalian should seize the opportunities brought about by the development of the metaverse. By cooperating with technology companies, deepening the exploration of cultural connotations, establishing an online metaverse platform, and cultivating professional talents, it can enhance the technological level and market competitiveness of cultural and creative products, promote the development of local cultural industries, and enhance the city's image. At the same time, Dalian should also strengthen cooperation with universities and research institutions to continuously explore the integration of advanced technologies into the cultural and creative industry, thereby improving the technological level and market competitiveness of cultural and creative products. In addition, Dalian should also establish professional training programs, academic exchanges, and internship opportunities to cultivate and attract design talents with a metaverse perspective for the cultural and creative industry. Through these comprehensive measures, the cultural and creative industry in Dalian will fully utilize the new opportunities in the metaverse era and create a more brilliant future.

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