

# Countermeasures and Suggestions for Innovative Design of Cultural and Creative Tourism Products in Shenyang under the Background of Creative Industries

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**Abstract:** Under the current industrial development background, there are many problems with Shenyang's cultural and creative tourism products, which urgently require upgrading. The problems with Shenyang's cultural and creative tourism products include: relatively lagging industrial development on which they rely; weak innovation of cultural and creative tourism products; serious homogenization and insufficient refinement in research and development; lack of a unified urban brand image; and a shortage of professional planning and design talents. This article attempts to propose specific strategies to address the problems of cultural and creative tourism products. The main strategies include: deep integration of cultural industry and tourism industry; exploration and positioning of cultural elements of Shenyang's cultural and creative tourism products; effective integration of government and industry associations in their leading and guiding roles; and the establishment of a customized brand system for distinctive cultural and creative tourism products in Shenyang.

## 1. Introduction

With the continuous improvement of people's living standards in recent years, more and more people in China are particularly keen on traveling abroad, countryside, leisure and culture. Based on the information obtained so far, the development of cultural and creative tourism can also continuously promote the in-depth development of the city's economy and culture. Among them, the more representative cities, such as Chengdu, Sichuan Province and Xi'an, Shanxi Province, with a long history and rich cultural background, have some problems that are worth in-depth discussion by relevant people in our industry. Moreover, these representative and typical problems are related to the development process of cultural and creative tourism industry in relevant cities in Liaoning Province.

Shenyang, as the birthplace of the Qing Dynasty, is known as "the birthplace of one dynasty, the capital of two emperors". Of course, the deep development of cultural and creative tourism industry cannot not be outdone, especially after it was approved as a national tourism reform and innovation pilot zone in 2017. Add a boost to the deep innovative development of cultural and creative tourism. Under the background of such policy support, the Shenyang cultural and creative tourism industry has also firmly put forward the action goal of driving the development of the whole city tourism industry through the cultural and creative tourism. Among them, the development and innovative design and upgrading of cultural and creative tourism commodities have become an important carrier for the current dissemination of history and regional culture, and actively expand the depth and breadth of the industry.

Under the background of creative industry, the deep integration of creative products and cultural and creative tourism products is a more refined and personalized level, but also an in-depth exploration of the two in the integration of the relatively micro development level. This micro level

exploration also contributes to the specific practice research, to ensure that the products and the main key link of the tourism industry of fine docking, so we need from the basic ideas of industry and industry development, constantly to this fusion design, arrangement and applied to the specific industry development practice.

## **2. Shenyang cultural and creative tourism commodities have problems and the necessity of upgrading**

### **2.1 Problems of cultural and creative tourism commodities in Shenyang**

The accelerated industrial integration has become one of the most distinctive features of industrial development in the world. How to more effectively break through the relatively backward development status of Shenyang cultural and creative tourism products, and then effectively develop the series of excellent resources of Shenyang cultural and creative tourism, has become a key problem to be solved urgently. Here we analyze, through the SWOT framework, Get a more objective and comprehensive cognitive framework, Namely, "our advantages": Shenyang has good regional advantages, rich historical and cultural resources, a strong industrial base, and a booming cultural and creative industrial park; "Our disadvantages": the lack of forward-looking overall planning, the cultural industry started late, imperfect policies, lack of copyright protection of creative products, serious homogenization of cultural and creative products, lack of fine development, lack of professional talents; "Our opportunity": the promotion of the national cultural development strategy, Liaoning's long history, profound cultural accumulation, and the construction of cultural and creative industrial parks; "Our threat": the obvious gap with advanced provinces and cities, the impact of the concept of foreign cultural and creative products. After a relatively comprehensive and objective investigation and research, the overall problems of Shenyang cultural and creative tourism commodities are roughly as follows:

#### **2.1.1 The industrial development relying on is relatively backward**

Although the country is vigorously developing the cultural innovation industry and the relevant government departments are also vigorously supporting it, China started late in the global cultural industry development, especially the cases that have been formed are very limited, and the competent government departments and relevant institutions still lack some experience in the whole technology control and process management[1].As an old industrial base in northeast China, Liaoning has always been the eldest son of the Republic, and has made an outstanding contribution to the country in the socialist modernization construction. However, with the gradual acceleration of industrial transformation, the previous development experience and development foundation do not adapt to the development of modern economic society.The overall industrial development of Shenyang is more from the perspective of industrial city, and does not make full use of the advantages and characteristics of other industries. In particular, the pattern and thinking of the same integration and common development among industries has not been formed[2].

#### **2.1.2 Cultural and creative tourism commodities are weak in innovation**

At present, most of the cultural and creative tourism commodities in Shenyang and even Liaoning province are mainly aesthetic, including the traditional handicrafts displaying tourist scenic spots, but this is not enough to meet the needs of more consumers[3]. Especially with the improvement of people's aesthetic level and the great enrichment of life products, more and more tourists hope to give consideration to the aesthetic and practical value when buying cultural and creative tourism products, especially the cultural and creative tourism products that can perfectly integrate the two are more competitive and market development momentum.

#### **2.1.3 Cultural and creative tourism products are serious homogenization, research and development is not fine enough**

Shenyang and tourism commodities although style is more, but there has been low taste, product

popularization, design technology level is not high, less sales, especially and tourism commodities lack of local regional characteristics, with visual characteristics of IP image less, lack of Shenyang characteristics of innovative tourism products, it is difficult to let foreign tourists in play to see willingness to buy.

#### **2.1.4 Lack of a unified city brand image positioning**

If a city wants to occupy a favorable position in the development of the globalization trend, it must make clear the importance of building the city brand image positioning. Although Shenyang has made some achievements in the promotion of city brand image, there are still some deficiencies from the perspective of city brand building. Firstly, Shenyang lacks a unified long-term city brand image; secondly, the city personality is not prominent, the propaganda means are too abstract, lack of affinity. In this respect, the Japanese Kumamoto prefecture to sell cute, can play cheap with cheek red Kumamoto bear, is a better reference case. Using the city brand image carrier design, in the brand design vision, strengthen the brand identification, activate the brand visual system, brand and channel and consumers can better establish effective communication. At present, the promotion mode of the urban cultural image of Shenyang is too traditional, which only relies on TV media and newspaper media, and has been unable to keep up with the information communication mode of modern young people.

#### **2.1.5 Lack of professional planning and design talents**

How to cultivate advanced innovative, specialized and compound application talents who are marketable and competent for the deep and effective integration of cultural and creative products and tourism industry in Liaoning Province in the new era is also the necessary wisdom support and human resource guarantee to meet the in-depth integration of the development of the two industries in the present and future.

### **2.2 The necessity of innovation and upgrading of Shenyang cultural and creative tourism commodities**

From the domestic related provinces cultural industry and tourism industry integration experience, Liaoning province in the specific two industry integration has begun to appear targeted exploration and practice, but more for the macro level, in the medium and micro level exploration is relatively few, wen gen product industry is two industry integration in the overall framework of relatively rapid practice breakthrough connection zone.

Although there are many kinds of cultural and creative tourism commodities in Shenyang, there are many problems such as lack of personality, popular commodity design, low technological level and low grade, small overall sales scale, the overall brand effect is not strong, and the regional characteristics are not distinct enough. The lack of characteristic and creative cultural and creative tourism commodities, it is difficult to attract tourists to implement the purchase behavior, so Shenyang cultural and creative tourism commodities need to supplement the blood of innovation.

## **3. Specific countermeasures to solve the existing problems of cultural and creative tourism commodities**

### **3.1 Cultural industry and tourism industry are deeply integrated**

Under the new normal of economic development, the integration of cultural industry and tourism industry has received attention and strong support from relevant government departments. The deep integration of the two industries will be a strategic choice and important measure for the modern tourism industry to realize the transformation and upgrading of tourism and solve the bottleneck of cultural industry. The creation of a cultural and creative tourism product needs to go through market research- -concept generation- -product planning- -product design (artistic stage) - -product design (artistic stage) - -commercialization (marketing stage) - -branding (marketing). From the traditional cultural factors, in the modernization of the ancient traditional culture transformation and symbol

design and reproduction, based on cultural tourism product chain contains "eat, live, travel, swim, shopping, entertainment" six big function module, and tourism commodity planning, creative, design, marketing and penetration six functional modules, in each function module should give the user rich wen gen product customization experience and potential demand mining development research, mining, and the best point between tourism and the industry, innovative design is particularly important and key.

### **3.2 Excavate and locate the cultural elements of Shenyang cultural and creative tourism commodities**

Cultural and creative products are cultural + creative products, and their core is "commodities". With the commodities as the core, with the cultural attribute as the added value. Each product has basic utility (to solve needs) and added value (good-looking, brand, characteristics, etc.), while cultural and creative products only have a larger proportion of added value[4]. That is to say, cultural and creative products are products with market value through the creative transformation of cultural themes. Mining and positioning of Shenyang cultural and creative tourism products is actually the sharing and sharing of cultural elements. Mainly from the traditional culture factors, to develop the ancient traditional culture modernization transformation and symbol redesign and reproduction, based on cultural tourism product chain contains "eat, live, travel, swim, shopping, entertainment" six big function module, the product planning, creative, design, marketing penetration six big function module. In each functional module, users should be endowed with rich experience design and product design connotation.

### **3.3 Effectively integrate the leading role of the government and industry associations**

To full play to the important role of the government and industry associations in expanding the financing of industrial integrated development, customized production, creative design, marketing communication and derivative development of cultural and creative tourism products, it is also urgent to form a clear development path that is easy to operate and control. On the premise of integrating relevant national, provincial and municipal industrial development policy documents and relevant planning, focusing on the policy needs of deep integrated development, the contents of government planning, the specific fields and links guided by government functional departments, and the specific plans and measures for optimizing a good industrial environment.

### **3.4 Create Shenyang characteristic cultural and creative tourism products customized brand system project**

Mainly in the regional folk culture and products and tourism industry six functional module (eat, live, line, swim, shopping, entertainment) of accurate docking integration design and development, ecological culture and tourism industry six big function module of accurate docking design and development, a specific area many cultural elements and products and tourism industry six big function module of accurate docking design development and integration of specific regional sports culture, festival culture and tourism industry six big function module of accurate docking integration design development and so on level to carry out the brand system engineering construction, The customized design and production of cultural and creative tourism products are mainly integrated into the above several important links[5].

## **4. Conclusion**

Cultural tourism creative products are an important resource and component of the development of tourism industry in each city. The development and design of tourism products with cultural and regional characteristics play a decisive role in the development of urban tourism and the development of tourism culture. Based in the development and design of the cultural tourism product chain contains "eat, live, travel, swim, shopping, entertainment" six big function modules under the premise, the wen gen product planning, creative, design, marketing, penetration six function module, in each function module should give the user rich and product customization

experience and potential demand mining development research, these have become Shenyang wen and tourism products one of the problems to be solved. Throughout the development of domestic excellent tourism cities, Shenyang still has a lot of ways to go in the shaping of the tourism city, and there is still a large space for the development of cultural and creative tourism commodities. With the deep exploration of Shenyang urban cultural elements and unified brand visual image, Shenyang cultural and creative tourism commodities will certainly be a bright prospect of prosperity in the future.

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