

Research on Cultural and Creative Product Design under the Integration of Culture and Tourism

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Abstract: *With the continuous integration of culture and tourism industry, the integration of culture and tourism has become an important driving force for promoting local economic and cultural development. In this context, the design of cultural and creative products, as a key link connecting local culture with tourist needs, has received increasing attention. This paper explores the connotation, development trend, and innovative path of cultural and creative product design through a systematic study of cultural and creative product design under the background of cultural and tourism integration. Research has shown that the integration of culture and tourism not only provides rich resources and inspiration sources for the design of cultural and creative products, but also promotes the deep communication of cultural connotations and the realization of emotional resonance. Under the dual influence of globalization and digitization, cultural and creative product design needs to maintain local characteristics while possessing cross-cultural communication skills. Through case analysis and exploration of design methodology, this article proposes that the design of cultural and creative products should focus on the combination of artistic, functional, and market-oriented aspects, while incorporating local cultural characteristics and innovative elements.*

Keywords: *integration of culture and tourism, cultural and creative products, design innovation, local culture, cross cultural communication*

1. Introduction

With the rapid development of globalization and informatization, the cultural and tourism industries are increasingly becoming important forces driving economic development. Especially in recent years, the cultural tourism industry has gradually formed a new form of deep integration, promoting the sharing and interaction of cultural and tourism resources. This trend has given rise to the concept of "cultural tourism integration", emphasizing the organic combination of culture and tourism to achieve the dissemination of culture and the improvement of tourism experience. The integration of culture and tourism not only injects new cultural connotations into the tourism industry, but also provides a broader market space for the cultural industry.

In the context of the integration of culture and tourism, the cultural and creative industry, as an important component, has gradually become an important means to enhance cultural value and promote tourism consumption [1]. Cultural and creative products can combine regional culture, traditional art, and modern needs through innovative design, providing tourists with unique cultural experiences and promoting cultural inheritance and innovation. However, despite the enormous potential of cultural and creative products in the integration of culture and tourism, there are still many challenges in the design process, such as how to balance cultural inheritance and creative innovation, and how to find appropriate entry points between market demand and cultural characteristics. At present, research on the integration of culture and tourism mainly focuses on the conceptual definition, development path, and industrial model of cultural and tourism integration. Scholars generally believe that the integration of culture and tourism is not just a simple combination of culture and tourism, but a process of cross-border integration and innovation. Scholars at home and abroad have also made rich theoretical contributions to the research of cultural and creative products. As an important component of the cultural industry, cultural and creative products are influenced by various factors such as society, culture, art, and market demand. Researchers have explored this from multiple perspectives, including cultural studies, design studies, and economics. However, there is still a lack of systematic research on the design of cultural and creative products under the background of cultural tourism integration, especially in terms of specific design practices and innovative paths, which lack in-depth theoretical

analysis.

This study aims to explore the internal logic and innovative path of cultural and creative product design under the background of cultural and tourism integration, analyze the core elements of cultural and creative product design and their interactive relationship with cultural and tourism integration. Through the analysis of relevant cases at home and abroad, this article will summarize the successful experience and main challenges faced in the design of cultural and creative products in the integration of culture and tourism, and propose operational design strategies and practical suggestions.

2. Integration of culture and tourism and development of cultural and creative products

Cultural Creative Products refer to goods or services with cultural value, artistic value, and market value created by combining traditional culture with modern consumer demand through the use of creative design, artistic expression, and cultural elements [2]. These types of products not only have practical functions, but also contain unique cultural connotations and artistic tastes, which can trigger emotional resonance and cultural identity among consumers, becoming a special cultural phenomenon in modern consumer society. Cultural and creative products usually include but are not limited to handicrafts, souvenirs, stationery, clothing, household items, digital art, etc. These products emphasize personalization and innovation in their design, while conveying local culture, folk traditions, or historical stories, they also focus on meeting the aesthetic, functional, and practical needs of modern consumers.

The core characteristics of cultural and creative products are their cultural, innovative, market-oriented, and experiential qualities [3]. Firstly, cultural and creative products carry profound cultural values, often reflecting the local customs, historical heritage, or combining traditional craftsmanship with modern design to spread culture, art, and history through physical objects. Secondly, this type of product emphasizes design innovation, using unique design language, material combinations, and creative forms to integrate traditional culture with modern life. It not only reflects innovation in exterior design, but also includes the re creation of functional and cultural content, enhancing its artistic and market appeal. At the same time, cultural and creative products have a clear market orientation and focus on meeting market demands. They are not only carriers of culture, but also commodities with economic value. When creating, designers need to consider audience groups, market trends, and consumer habits to ensure that the product can successfully enter the market. Finally, cultural and creative products focus on users' cultural experience, surpassing the material attributes of traditional cultural products and becoming a medium for spiritual enjoyment and cultural identity. Through product use, consumers can experience and perceive culture, thereby enhancing their sense of identity with local culture and traditional art.

Cultural and creative products cover multiple fields, mainly including the combination of traditional crafts and modern design, tourist souvenirs, cultural derivatives, and digital creative products. In terms of integrating traditional craftsmanship with modern design, traditional techniques such as embroidery, pottery, wood carving, etc. are combined with modern product design to create home decor, jewelry, stationery, etc. that not only have traditional cultural heritage but also conform to modern aesthetics. And tourist souvenirs, by incorporating local cultural elements, not only provide goods, but also bring tourists cultural experiences with memories and emotions. In addition, cultural derivatives such as peripheral products based on movies, TV dramas, literary works or historical events, books, audio-visual products, animated character toys, etc., also occupy a place in the market. With the development of technology, digital creative products, such as cultural experience projects driven by virtual reality (VR) and augmented reality (AR) technologies, as well as digital art works, have become an important component of the cultural and creative industry. In the context of cultural and tourism integration, these cultural and creative products not only highlight cultural uniqueness, but also need to meet the needs of the tourism market, enhance tourists' cultural experience through innovative design, and promote the two-way interaction between culture and tourism.

3. Cultural and creative product design under the background of cultural and tourism integration

With the vigorous development of the cultural and tourism industry, the integration of culture and tourism has become an important trend, bringing new market opportunities and innovative challenges. In this context, cultural and creative product design no longer relies solely on traditional product development concepts, but pays more attention to the embodiment of cultural values, changes in market

demand, and the integration of technological innovation. Therefore, in-depth exploration of cultural and creative product design in the context of cultural tourism integration not only helps to enhance the competitiveness of the cultural industry, but also better meets the increasingly diverse needs of tourists.

3.1 The impact of cultural tourism integration on cultural and creative products

The integration of culture and tourism has promoted the innovation and development of cultural and creative industries, directly affecting the design concepts and development directions of cultural and creative products. In the traditional tourism industry, souvenirs are often simple local specialties or scenic spot models, lacking cultural depth and personalization. The emergence of cultural tourism integration has injected new vitality into cultural and creative products. Cultural and creative products are no longer just accessories to tourism, but have become effective carriers of cultural expression and commercial value. The following are several key impacts of cultural tourism integration on the design of cultural and creative products:

(1) The enhancement of cultural depth. The integration of culture and tourism has made the design of cultural and creative products no longer limited to surface decoration and aesthetics, but more focused on the presentation of cultural connotations. Designers not only need to focus on visual effects, but also consider how to convey cultural elements such as local history, customs, and art through products, so that they have a profound cultural heritage.

(2) Diversification of market demand. Modern tourists' demand for cultural tourism is no longer limited to sightseeing and entertainment. They are more inclined to pursue personalized, unique, and commemorative cultural products. Therefore, the integration of culture and tourism requires designers to innovate in creativity and functionality to meet tourists' needs for cultural depth experience and personalized customization.

(3) The combination of technology and design. With the popularization of emerging technologies such as virtual reality (VR) and augmented reality (AR), digital cultural and creative products are gradually occupying an important position in the integration of culture and tourism. These digital creative products can provide tourists with a more immersive cultural experience, enhance the interactivity and participation of cultural products through technological means, and expand the forms of expression and market space of cultural creative products.

3.2 Core elements of cultural and creative product design

In the context of cultural and tourism integration, the design of cultural and creative products not only needs to fully reflect cultural characteristics, but also needs to have market competitiveness. Therefore, the core elements of cultural and creative product design can be analyzed from the following aspects:

(1) Cultural significance. The design of cultural and creative products should deeply explore and showcase the local historical culture, folk customs, and artistic characteristics. Designers should combine local traditional cultural symbols with modern design elements through various forms such as patterns, materials, colors, etc., to create products with unique cultural connotations. For example, in the design of cultural and creative products in Beijing, traditional Beijing opera masks, courtyard architectural elements, etc. can be integrated into modern home furnishings or accessories to enhance cultural identity.

(2) Innovation. Innovation is the soul of cultural and creative product design. In the process of integrating culture and tourism, product design should not only focus on replicating and imitating traditional models, but also pay attention to innovation in form and function. For example, cultural and creative products combined with AR technology can present hidden cultural information or scenes through mobile app scanning, increasing interactivity and fun, and enhancing tourists' cultural experience.

(3) Practicality and aesthetics. Although cultural and creative products carry rich cultural values, their ultimate goal is to enter the market and gain the favor of consumers. Therefore, products should not only have a beautiful appearance, but also meet practical functions. For example, household items designed with local cultural elements can not only reflect unique cultural characteristics in appearance, but also be convenient and practical in daily use, enhancing consumers' user experience.

(4) Emotional resonance. Cultural and creative products often evoke emotional resonance among

tourists, stimulating their deep identification with a certain culture or memory. In the context of cultural tourism integration, designers need to consider how to evoke emotional memories of tourists' travel experiences through products, thereby deepening tourists' identification and emotional connection with local culture. The design of a product should not only be a commodity, but also a carrier of cultural memory and emotions.

(5) Sustainability. In today's increasingly environmentally conscious world, the design of cultural and creative products also needs to focus on sustainable development. Designers should choose environmentally friendly materials and consider the recyclability and reusability throughout the product lifecycle. For example, designing tourism souvenirs made of biodegradable or environmentally friendly materials can not only convey local culture, but also reflect the company's sense of social responsibility.

3.3 Case study: Cultural and creative product design cases in the integration of domestic and foreign tourism

There are countless successful cases of cultural and creative product design under the integration of domestic and foreign tourism [4-5]. Such as the design of cultural and creative products in the Palace Museum. As an important symbol of traditional Chinese culture, the Palace Museum has achieved significant success in the design of cultural and creative products. The Forbidden City combines traditional palace art and architectural elements with modern design, and has launched a large number of culturally valuable and creative cultural and creative products, such as the Forbidden City series of household items, jewelry, stationery, etc. These products not only reflect the historical and cultural significance of the Forbidden City in terms of material and design, but also emphasize the combination of practicality and artistry, and are deeply loved by tourists and consumers. The design of creative products for West Lake culture in Hangzhou has also achieved remarkable results. With West Lake culture as the core, Hangzhou has launched a series of cultural and creative products with local characteristics, including West Lake Longjing tea and lotus series accessories. These products focus on integrating traditional tea culture with modern aesthetics in their design, which can not only reflect the natural landscape of West Lake, but also showcase the historical heritage of the place, becoming an indispensable souvenir for tourists during their visit.

The Louvre Museum in Paris has collaborated with designers to launch a series of cultural and creative products featuring classic artworks, such as postcards replicating paintings, themed handbags, scarves, and more. These products combine classical art with modern life through innovative design, allowing tourists to experience the depth of culture while enhancing the practicality and artistry of the products, making them the first choice for tourists when purchasing souvenirs.

In the context of the integration of culture and tourism, the design of cultural and creative products should not only adhere to cultural inheritance, but also pay attention to market demand and technological innovation. By enhancing the cultural value, innovation, and emotional resonance of products, cultural and creative products can effectively promote the two-way interaction between culture and tourism, enhance tourists' cultural experience, and promote the sustainable development of the cultural and tourism industry. Both domestic cultural heritage protection and international innovative cases provide valuable experience and inspiration for the design of cultural and creative products.

4. Challenges and countermeasures of cultural and creative product design under the integration of culture and tourism

With the continuous integration of culture and tourism industries, the design of cultural and creative products is facing unprecedented opportunities, but also a series of challenges. How to design creative products with unique cultural value and market competitiveness in the context of cultural tourism integration is an important issue facing designers and industry practitioners [6]. Solving these problems requires not only innovative design concepts, but also interdisciplinary integration and collaboration. This article will explore from two aspects: the main problems faced and the corresponding strategies.

4.1 Main problems faced

With the deepening of cultural and tourism integration, many cultural and creative products often oversimplify or trivialize cultural elements in the design process, focus too much on market demand,

and ignore the depth and diversity of cultural connotations. For example, some designers only use symbolic traditional cultural elements such as dragons, phoenixes, flowers, etc. when creating, which are frequently used and lack deep cultural background and historical significance, resulting in products lacking true cultural value and uniqueness. The market demand for cultural and creative products usually requires them to have both commercial appeal and reflect certain cultural characteristics. However, the complexity and diversity of culture often lead to a tension between cultural depth and commercialization in product design. Designers often compromise between the cultural aspect of a product and its market acceptance, resulting in insufficient depth of cultural expression, and may even make the presentation of culture vague or deviate from its essence. Due to the fierce competition in the cultural tourism integration industry, many cultural and creative product designs are prone to homogenization. Many product designs rely too much on existing popular elements and market trends, lacking uniqueness and innovative spirit, resulting in insufficient market competitiveness of the products. For example, cultural and creative products launched at the same scenic spot often have similar designs, lack specificity and innovation, leading to aesthetic fatigue among consumers and difficulty in stimulating their purchasing interest. With the rapid development of modern technology, digitalization, virtual reality, augmented reality and other technologies have gradually become important components of cultural and creative products. However, the combination of traditional culture and modern technology often lacks a deep understanding and effective creative integration. Some designers may not have a deep understanding of traditional culture, resulting in a failure to effectively convey the essence of culture when using new technologies, thereby affecting the effectiveness of technology application. With the increasing awareness of environmental protection, more and more consumers are paying attention to the sustainability of cultural and creative products. However, currently most cultural and creative product designs on the market still face issues such as insufficient use of environmentally friendly materials and waste of resources in the production process. Especially in many scenic spots, low-quality cultural and creative products often cannot be used for a long time due to poor material quality, and even increase environmental burden. This not only affects the long-term market value of the products, but also affects consumers' purchasing decisions.

4.2 Solutions and countermeasures

In order to effectively address the above challenges, designers, enterprises, and practitioners in the cultural tourism industry need to take various measures to promote the better development of cultural and creative product design under the integration of culture and tourism.

In order to avoid the shallowness of cultural elements, designers need to deeply explore the local history, culture, and folk resources, and transform them into creative designs with depth and uniqueness. Design should not only convey symbolic cultural elements, but also fully integrate the spiritual connotation and cultural background of traditional culture into product design. For example, in the design process, detailed cultural research can be conducted, combined with local characteristics, to draw on local folk art, historical stories, traditional handicrafts and other elements, and create cultural and creative products with local characteristics. At the same time, avoid overly generalized designs and avoid the application of "generic" cultural symbols, so that every cultural and creative product becomes a spokesperson for local culture.

In order to balance the depth of culture with market demand, designers need to find the intersection between cultural values and consumer needs in product creativity. Market oriented design should not ignore the depth of cultural expression. Designers should combine cultural elements with modern people's aesthetics and needs through innovative ways. For example, products that integrate traditional craftsmanship with modern functionality can be designed, such as modern home items or smart devices that combine traditional patterns, while maintaining cultural uniqueness while ensuring practicality. In addition, adopting customized and personalized design concepts to enable consumers to experience unique cultural experiences is also an effective way to enhance the market appeal of products.

To avoid homogeneous competition, designers need to strengthen their innovative thinking and explore unique cultural and creative products. In design, attention should be paid to cross-border cooperation, such as collaborating with contemporary artists, digital creative companies, technology enterprises, etc., using new design methods and materials to create innovative products that are both artistic, practical, and technological. For example, cultural and creative products that combine virtual reality (VR) or augmented reality (AR) technology can provide visitors with immersive cultural experiences, further enhancing the uniqueness and market appeal of the products.

In order to better integrate technology with traditional culture, designers need to have a deep

understanding of cultural connotations and be adept at utilizing modern technological means to innovate the expression of cultural products. For example, using AR technology, tourists can scan cultural and creative products through their mobile phones or smart glasses to experience more cultural information and interactive content. By collaborating with technology companies and cultural research institutions, we ensure that technological means can accurately serve cultural dissemination, thereby avoiding the problem of "cultural shallowness" caused by technological advancements.

Sustainable development has become an important trend in the global design field, and cultural and creative product design should also focus on environmental protection and resource conservation. Designers should choose environmentally friendly materials that are recyclable and biodegradable, and pay attention to the continuity of the product lifecycle. By developing environmentally friendly materials and production processes, we aim to reduce resource waste and minimize negative impacts on the environment. In addition, promoting the concept of green design and emphasizing the unique value of cultural and creative products in environmental protection can attract more consumers who value sustainable consumption.

In the context of the integration of culture and tourism, the design of cultural and creative products not only requires the artistic creativity of designers, but also requires collaboration and integration from multiple fields such as the tourism industry, technology enterprises, and local cultural research institutions. Strengthening cooperation in these fields can promote the sharing and complementarity of advantageous resources among all parties, forming products with more market competitiveness and cultural value. For example, tourist attractions can collaborate with local artists and designers to regularly hold cultural and creative product design competitions, promoting cultural innovation and product diversity. The design of cultural and creative products under the integration of culture and tourism faces challenges in terms of cultural expression depth, market demand, innovation, and technological integration. By deeply exploring local cultural characteristics, balancing cultural depth with market demand, strengthening innovative design, promoting the deep integration of technology and traditional culture, and emphasizing sustainability, these issues can be effectively addressed, and cultural and creative product design in the integration of culture and tourism can be promoted to a higher level. This not only contributes to the development of the cultural industry, but also better serves consumers and tourists, enhancing their cultural experience and satisfaction.

5. Conclusion

This study aims to explore the design of cultural and creative products under the background of cultural tourism integration, and to reveal how to promote the innovative development of cultural and creative industries through the deep integration of culture and tourism. Research has shown that the integration of culture and tourism provides abundant resources and broad development space for cultural and creative product design, while also proposing specific paths for design innovation.

Firstly, the integration of culture and tourism not only promotes the complementarity and linkage between culture and tourism industries, but also makes cultural and creative products an important bridge connecting local culture with tourist needs. Cultural and creative product design plays an increasingly important role in the tourism market. Through innovative design, it can effectively convey local cultural characteristics and enhance the added value of tourism experience. Based on this, the design of cultural and creative products should not only focus on their artistic, functional, and market-oriented aspects, but also pay attention to the transmission of cultural connotations and emotional resonance. Secondly, in the context of cultural and tourism integration, the design of cultural and creative products must take into account the diversity of cross-cultural communication and market demand. In the wave of globalization and digitization, the design of cultural and creative products needs to better integrate local characteristics, while possessing certain universality and cross-cultural communication abilities. This requires designers not only to possess profound cultural literacy, but also to be able to master advanced design concepts and technical means in order to develop products that are both in line with local characteristics and competitive in the market. In addition, the successful integration of culture and tourism cannot be achieved without the joint efforts of the government, enterprises, and designers. Policy support, resource integration, and cross disciplinary cooperation are key factors in promoting the integration of culture and tourism. In this process, the government should strengthen the coordination and cooperation between the cultural and tourism industries, encourage enterprises and designers to invest in product research and innovation, and enhance consumers' cultural identity and participation. Finally, cultural and creative product design under the integration of culture and tourism is not only an economic activity, but also a carrier of cultural inheritance and innovation.

Through continuous exploration and innovation, cultural and creative products can better showcase the unique charm of local culture in the context of globalization, while providing a continuous source of power for the sustainable development of cultural and tourism industries.

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