

Research on Innovation of Intangible Cultural Heritage Creative Products from the Perspective of “Combination of Culture and Tourism”

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Abstract: the Article Points out That Tourism is the Realistic Embodiment of Culture and Culture is the Intrinsic Connotation of Tourism. They Complement Each Other and Are Inseparable as a Whole. the Integration of Cultural Industry and Tourism Industry is the Inevitable Trend and Requirement of Industrial Development. Therefore, on the Premise of Good Rescue and Protection, It is an Important Aspect of Intangible Heritage Protection to Make Rational Use of Intangible Heritage, Properly Transform It into Economic Resources, and Reasonably Develop and Utilize Economic Value. Based on “Integration of Culture and Tourism”, This Paper Discusses the Development Status and Direction of Cultural and Creative Products, and Explores the Future of Cultural and Creative Industries. through a Dynamic Understanding of the Current Status of the Design and Development of Intangible Cultural and Creative Products, an Innovative Design Method of Intangible Cultural and Creative Products That Meets the Needs of the Times and Inherits Intangible Culture is Found.

1. Introduction

With the Development of Economy, Technological Progress and Industrial Innovation, the Boundaries and Barriers between Industries Have Been Gradually Broken Down, and There is a Trend of Integration between Industries. the Integration of Cultural Industry and Tourism Industry is One Example [1]. the Core Work of the in-Depth Integration and Coordinated Development of Cultural Industry and Tourism Industry is to Organically Integrate Cultural Resources and Tourism Resources, Excavate the Value of Cultural Resources in Tourism Activities, and Strengthen the Value-Added Effect of Cultural Industry on Tourism-Related Industries [2]. Cultural and Creative Products Attach Cultural Connotations and Cultural Elements to Products with Certain Design Methods. the Diversity of Cultural Forms and Design Methods Determines the Variety of Forms and Functions of Cultural and Creative Products, Which is the Important Link between Culture and Creativity. Carrier. in Order to Make the Most Competitive Products, Highlight the Advantages of the Product. the Key to Integrated Thinking is to Achieve the Maximum Integration Effect of Product Design through Design Coordination, Matching, Screening and Other Means [3]. the Formation, Development and Inheritance of Intangible Cultural Heritage Culture in the Cultural Soil Are the Traditional Cultural Factors in Modern Culture. Cultural and Creative Products Are the Continuation of Intangible Cultural Heritage Culture Gene and the Carrier of Material Protection in Intangible Cultural Heritage Living Protection Measures.

2. Overview of Integration of Culture and Tourism Theory

The emergence of industrial convergence originated in the field of information and communication. The main reason is that technological improvement promotes the integration, transformation and upgrading of traditional industries. Therefore, the high-tech revolution based on information technology is the driving force and catalyst for industrial convergence [4]. In the era of network information, consumers are facing more and more choices, but the time for choosing is

decreasing. The concept of industrial convergence originated from the field of technology. With the continuous development of industry, barriers and boundaries between industries have been gradually broken, and industrial boundaries have gradually become blurred and open, resulting in the integration of industries [5]. Among them, technology is an important factor to promote the breakthrough of industrial boundaries. Chinese tourism industry has entered a new orientation and stands at a new starting point, facing new situations and new tasks. In the era of mass tourism, people's tourism needs are more diversified and more high-quality products need to be provided. The ultimate goal is to transmit a unique image of the city to consumers of tourism products. To sum up, cultural industry refers to an industrial collection that takes culture and creativity as its core and relies on science and technology and talents to provide cultural products, activities and services to the public.

3. Current Situation and Shortcomings of Intangible Cultural Heritage and Creative Products

3.1 Similarity of Products

The rapid development of cultural and creative industries has produced a wide variety of intangible cultural heritage and creative products. There are also some problems in the design of intangible cultural heritage and creative products behind the prosperity and development. This can actually be called product plagiarism. Once a good creative product appears, it will soon be imitated and duplicated. Low-quality similar products are flooding, causing consumer aesthetic fatigue, and also affecting the social impression of intangible cultural heritage and creative products [6]. This closed environment is broken, and it tends to become a phenomenon when it is homogenized. In order to be different from others or more innovative, it begins to search in the long river of history and finds something that can be compared with contemporary or The tradition of combining several elements has become a new thing, either art or technology. The functional description of intangible cultural heritage cultural and creative products requires the application of sociological survey methods and statistical conclusions in order to make accurate judgments and detailed descriptions of consumer needs [7]. Through cultural introduction, the existing tourism consumption space and experience will be improved and upgraded in an all-round way. More importantly, cultural tourism will become the new main battlefield for the development of tourism industry and the largest increment of Chinese tourism industry and investment. Behind this is a lack of awareness of copyright protection for cultural and creative design, followed by a lack of awareness of innovation.

3.2 Cultural and Creative Products Lack Cultural Connotation and Cultural Identification

China has a long history and rich culture, which can become fertile soil for creativity. With the globalization of social development and the convergence of cultural and creative products, homogeneous design and products mean lack of identification and competitiveness. Based on the reality of the development of culture and tourism, while continuing to strengthen the development of cultural undertakings, the development of culture should make up for the shortage of cultural industries as soon as possible [8]. In the process of future artistic development, there will certainly be more new artistic styles. It is not necessarily a new artistic style, but it must be based on the existing art and use the original artistic elements to construct a new thing. As long as this fit point is found, this intangible cultural heritage has exploitable value, in which the fit point is its cultural value and the final exploitable value is its final economic value. The propaganda of intangible cultural heritage protection and inheritance is not enough, and there is a lack of systematic education and knowledge popularization. The author investigates the publicity work of intangible cultural heritage. The results show that although there are abundant intangible cultural heritage resources, the government and relevant ministries are also vigorously carrying out the protection and inheritance work of intangible cultural heritage, but the emphasis of their work is more on the protection and inheritance in the professional field. The unique cultural history of our country and our nation should be paid more attention to in the design of cultural and creative products. Only by incorporating culture into cultural and creative products can their products possess soul.

3.3 Poor Awareness of Public Participation in Cultural and Creative Products Development Makes It Difficult to Inherit Intangible Cultural Heritage

According to the survey, many people believe that intangible cultural heritage inheritance work mainly depends on the government ministry, relevant agencies or public forces, but most people lack the awareness of participating in intangible cultural heritage protection. They believe that intangible cultural heritage protection has nothing to do with themselves or is only a matter of mouth of the government ministry, and they are willing to participate in intangible cultural heritage inheritance. Only a small proportion of people work. The most important feature of cultural and creative products design integration thinking is to understand the basic attributes of cultural and creative products. Cultural and creative products are commodities with practical functions, which are closely related to people's daily life and need for life. For the cultural value of intangible cultural heritage, first of all, it must have a point of convergence with contemporary society, whether through creative people or intangible cultural heritage inheritors. To create a good environment conducive to the protection and development of the intangible cultural heritage and the weak awareness of the basic society of the masses and the masses on the protection and inheritance of the intangible cultural heritage, as well as the lack of responsibility for the protection of the intangible cultural heritage, have resulted in the subsequent inability of the cultivation of the inheritors of the intangible cultural heritage. Cultural and creative products are still at the primary stage of arts and crafts. Most of them are just decorations for display at home or on the wall, rather than everyday objects. They cannot be integrated into contemporary life and lack a real cultural temperature. In the modern environment, the cultivation of the inheritors is still in the form of an ancient teacher, and it takes a long time to cultivate. These circumstances have caused difficulties in the inheritance of the intangible cultural heritage, and some intangible cultural heritage projects are facing a crisis of loss. In this process, the tourism of culture will be an important path and mode, while the development of tourism continues to strengthen the development of the tourism industry, as soon as possible to fill the shortcomings of tourism development.

4. Innovation of Intangible Cultural Heritage Culture and Creative Products from the Perspective of “Integration of Culture and Tourism”

4.1 Brand Image with Rich Connotation

The brand image shaping in consumers' minds is an important factor that leads to their desire to buy directly. Often the same kind of products, but because of the brand factors, it produces unique preferences and exclusiveness. In the development of systematic innovative thinking of cultural and creative products, only by integrating the resources and workflow beyond the design work, can the answers and solutions be found in the design work of intangible cultural heritage and creative products. Historic and cultural tourism has abundant cultural connotations and resource advantages of individual buildings. Focusing on the development of cultural tourism resources, we should encourage and promote mass creation, mass Association and mass enjoyment, and combine individual handicraft techniques such as handicraft, arts and crafts with mass association. Intangible cultural heritage cultural and creative products The development of the “Integration of Culture and Tourism” needs to be led by the cultural authorities, and the cultural and tourism authorities work together to build a comprehensive industrial coordination mechanism to make long-term planning for industrial integration. The style of cultural and creative products is also dazzling. Choose the classic representative of the intangible cultural heritage with high cultural identity or the important collection of museums to carry out the one-stop system development of “clothing, food and accommodation”. Designers can list the “clothing, food and shelter” list. Intangible cultural heritage, looking for the best match in the big system to create a cultural and creative product with life and story. Adhering to the principle of “protection first, rational use” cannot change the essential attributes of cultural heritage and promote the balance and coordination between heritage protection and development and utilization.

4.2 The Design Idea That Creativity is King

In today's diversified new experience era, cultural and creative products can not only be limited to visual creativity, but also be designed from other senses, such as innovation in taste, smell, hearing and touch, which can also become part of the creation of intangible cultural heritage. Cultural and creative products urge people to integrate culture, ideas, skills and so on. Through the finishing touch of creativity, they create endless new products and become brand-new industrial forms. Chinese excellent traditional culture and the mainstream culture of the times will be fully integrated into the development of tourism industry, and the development of tourism in the new era will be considered in a more diversified way from the aspects of social governance, cultural output and the construction of socialist values. Cultural tourism scenic spots should follow the principle of protection of cultural resources in tourism development, prevent over-utilization of material and cultural heritage, and limit the maximum passenger flow of scenic spots. At the same time, tourist attractions should also pay attention to guiding tourists to achieve civilized tourism in the process of visiting, especially in some key cultural relics tourist attractions. Extracting cultural elements and artistic conception from intangible cultural heritage and reinterpreting and deducing them in modern life products not only meet the functions of modern life, but also pay tribute to intangible cultural heritage with creativity and interest. Because the core of intangible cultural heritage is the content of its cultural value, the intangible cultural heritage emphasizes the relevant handicraft and spiritual skills that people possess, and the most important feature is the living state. Creativity is not a flash in the panorama of designers, but should be based on a large number of practical research and profound understanding and excavation of culture, combined with ingenious ideas, in order to design excellent cultural creative products.

4.3 Demand-Oriented Product Development

With the development of the times and the changing needs of customer groups, the definition of functional attributes of intangible cultural heritage and creative products has been constantly refreshed. It is not only the demand of decoration and appreciation. The intangible cultural heritage is not only “traditional” but also “novel”, so that it can better adapt to the needs of the times and society, and expand the audience of intangible cultural heritage. In terms of tourism market, we should stick to law enforcement and supervision at one hand, service guidance at the other, and establish a new supervision system with credit supervision as the core. It can enable consumers to combine special offline activities on special days, thus increasing sales volume. This kind of cultural and creative products is also very practical in special seasons. Through continuous improvement of work flow, enhancement of cultural connotation of tourism products, vigorous development of cultural and creative industries based on tourism, formulation of cultural tourism marketing with distinct and prominent characteristics, and enhancement of tourists' comprehensive cognition of urban tourism. Based on this, we should pay full attention to and give full play to the unique flow value and scene value of tourism in the process of cultural transmission and inheritance, and promote cultural transmission through creative, experiential and product tourism, so as to promote the development of Chinese cultural undertakings.

5. Conclusion

Cultural industry and tourism industry are the two major economic growth points and sunrise industries that promote the development of Chinese national economy. Their integration and development are the general trend. For the tourism industry, its future development direction is mainly reflected in: to strengthen the integration and development with cultural industry and creative industry, which is the development trend of the tourism industry. The cultural and creative products design is not a simplified low-level version or a crude imitation of the intangible cultural heritage project. The cultural and creative products inherited from the “Integration of Culture and Tourism” should not only be the duplication and superposition of the cultural elements of the intangible cultural heritage. Live transmission is more meaningful than solid-state preservation for

the intangible cultural heritage culture and the intangible cultural heritage handicraft. “Integration of Culture and Tourism” means that the work of cultural creators should be rewarded, the people should receive lively cultural education, and the cultural atmosphere of intangible culture heritage should be better. Integration of Culture and Tourism is a win-win choice, which will create more possibilities for the development of intangible cultural heritage culture and tourism.

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