Research on Cultural Heritage and Innovative Education of Cultural Tourism Demonstration Sites Based on Digital Illustration

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Abstract: The inheritance and development of China's cultural tourism are deepening, and its China tourism culture has attracted wide attention because of its unique cultural characteristics and profound connotation. Due to the increasing demand of industry personnel, it also puts forward new requirements for the training and selection of illustrators. Facing the threat that the cultural heritage of China's cultural tourism is being forgotten and gradually disappearing, non-local characteristics and local culture are imminent. From primitive times, people began to convey information and express their feelings in the form of pictures. Illustration not only exists in the contemporary world, but also runs through the whole historical process of human beings and permeates various fields of human life. Therefore, under this design principle, on the one hand, it has theoretical value for the digital illustration design theory and methods of constructing cultural tourism demonstration sites. With the help of a series of new experiences reflected by the Internet and other emerging media platforms, cultural tourism architecture will experience "digital transformation". The combination of cultural tourism architecture and digital art will certainly become the trend of future cultural communication. This article mainly explores and studies the cultural inheritance and innovative education of cultural tourism demonstration sites through digital illustrations.

1. Introduction

In the history of China's educational development, the ancient study tour had the educational idea of "reading thousands of books and traveling on Wan Li Road", while the modern study tour adhered to the feelings of home and country of "broadening horizons and saving the nation". Gradually evolved into a popular research trip in recent years, it embodies the cross-border integration characteristics of "cultural heritage+innovative education in cultural tourism demonstration areas" [1]. At the same time, the heritage and development of China's cultural tourism has been deepening, and its Chinese tourism culture has attracted extensive attention because of its unique cultural characteristics and profound connotation [2]. Secondly, designers only consider the aesthetics and expressive skills of figure modeling in digital illustration design, but ignore its cultural connotation and historical background, so the comprehensive quality and cultural accomplishment of designers need to be improved. Due to the increase in demand for industry personnel, new requirements have also been put on the training and selection of illustration talents. Faced with the threat of being forgotten and gradually disappearing in the face of the Chinese cultural tourism cultural heritage, non -local characteristics and local culture are imminent [3]. Using digital technology, creators can fully unleash their imagination and creativity, paint a colorful world using computers and various drawing software, and spread their work at incredible speeds, making our lives and visual experiences more novel and enriched.

Since the primitive era, people have begun to pass information and express feelings in the form of pictures. Illustrations not only exist in the contemporary world but have been present throughout the entire history of humanity, permeating various aspects of human life [4]. Currently, with the government's support for modern arts such as animation, games, and digital media, industries related to digital illustration art have developed rapidly [5]. Cultural and tourism cultural heritage refers to the various practices, performances, performance forms, knowledge systems and skills and

related tools, physical, handicrafts and cultural venues of their social heritage by various society and groups [6]. It has the characteristics of inheritance, verbality, and activity. As a result, based on this design principle, the theoretical value of digital illustration design methods and theories contributes to building a cultural traveler's demonstration site [7]. The development of digital technology in China has promoted the transformation and upgrading of the cultural and creative industry, and also broke the previous stereotypes of cultural heritage and through the artistic treatment of image. With a series of fresh experiences refracted by emerging media platforms such as the Internet, the cultural tourism building has experienced "digital changes". The combination of cultural tourism architecture and digital art will definitely become a trend of future cultural communication [8]. The design methods and technical methods of digital illustrations have not been updated in a timely manner, and they need to be continuously innovated and improved to meet the diversified and personalized needs of the digital age [9]. This article mainly discusses and study cultural inheritance and innovative education on the demonstration of cultural tourism demonstrations in digital illustrations.

2. Overview of Cultural Inheritance and Digital Illustration in Cultural and Tourism Demonstration Sites

2.1. Summary of Cultural Inheritance in Cultural and Tourism Demonstration Sites

The Party's Report to the 20th CPC National Congress clearly pointed out: "Insist on molding tourism with literature, displaying literature with tourism, and promoting the deep integration and development of culture and tourism" [10]. In terms of cultural inheritance, digital illustration design can help traditional culture to be better known by everyone. In addition to promoting Chinese culture, the more important core purpose of illustration works is to convey correct ideas through such works with rich cultural connotation and spiritual strength, help people establish correct three views, and achieve the function of enlightening and purifying the soul. While constantly enriching the people's spiritual and cultural life, it also enhances exchanges and fully embodies the value of the cultural tourism brand. As shown in Figure 1.
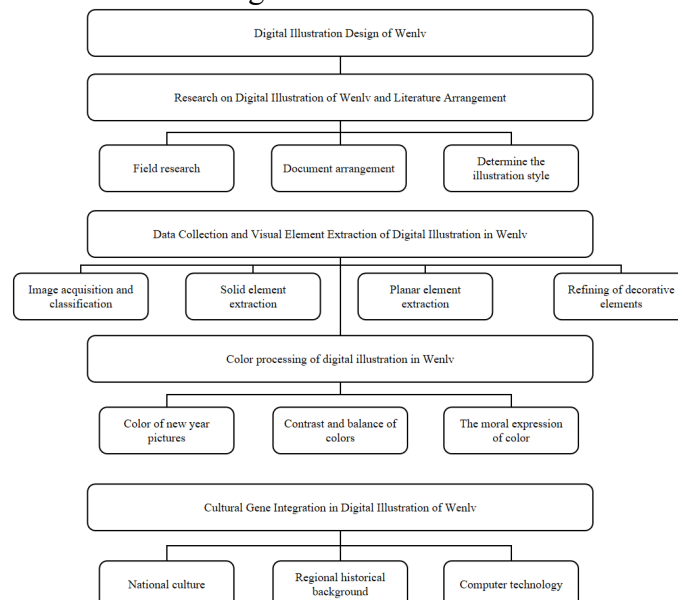

Figure 1 Design Strategy of Architectural Digital Illustration

Illustrators use digital illustrations to express independent insights into historical events, not only restoring historical scenes, but also showcasing multiple levels of historical events through their own examination and reflection. Both cultural heritage and cultural tourism have entered the deep water and tackling areas of reform and development, revitalizing the cultural tourism industry, achieving deep integration of educational practice reform and cultural tourism industry, and building a growth platform for the comprehensive development of young people. Digital

illustrations are a digital visual art. With the vigorous development of the media industry, digital illustrations have emerged, and they are constantly exploring and innovating in the development of media technology. In the development of the cultural tourism industry, professional skills are required to integrate rich cultural connotations while requiring professional skills. Therefore, cross - disciplinary cooperation between cultural tourism and digital illustrations will cultivate more comprehensive literacy and creative media practitioners, bringing new vitality to the industry.

2.2. Overview of Digital Illustration

Digital illustration is a new form of artistic expression that emerged in the digital age, and has developed new aesthetic pursuits based on traditional illustration art. On this basis, the artistic context of illustration has also undergone changes. Illustration is widely used in many fields and has an inseparable relationship with modern media such as illustration drawing, book binding design, and advertising. This is not only beneficial for promoting communication and exchange of diverse cultures, but also for enhancing students' innovation and creativity abilities. The trend of literature on the theme of digital illustration in recent years. As shown in Figure 2.
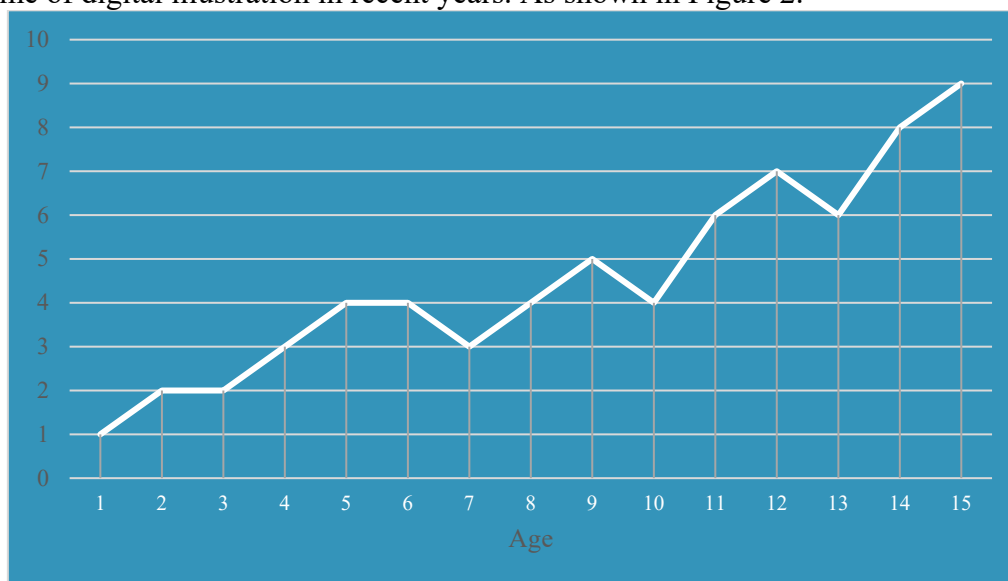

Figure 2 Literature trend of digital illustration

Digital illustration can use multiple creative methods simultaneously in creation, making the visual effects of illustrations more colorful and greatly improving the efficiency of creation, the accuracy of graphic drawing, and reducing costs and production cycles. Therefore, in the visual language expression of illustrations, it is necessary to excavate the humanistic heritage of traditional architecture. In the picture, the story of the building should be reflected, so that the audience can have a more direct dialogue with history and resonate emotionally. These traditional virtues embody the value standard of judging right and wrong, and exert a subtle influence on young people's way of thinking and behavior. As an expressive art form, digital illustration is helpful to pass on the cultural memory of history to future generations, so that they can understand and feel history more deeply.

3. Innovative Application of Digital Illustration Design in Cultural Heritage of Cultural Tourism Demonstration Sites

3.1. The combination of digital illustration design

With the widespread application of digital illustration design, traditional character shapes can be achieved in digital illustration design. At present, more colleges and universities often tend to use software technology when cultivating animation illustration talents, and cultivate students using design software mechanized. Ignoring the basic skills of hand -painted hand -drawn, making students lack certain understanding of the shape, color, composition and perspective of painting.

The current society's demand for talents is not only rich in theoretical knowledge, but also requires certain practical application capabilities, innovation ability, and communication ability. Therefore, the cultivation of college talents is also more committed to the cultivation of comprehensive talents. The traditional festivals in China are gradually formed from people's life and customs after thousands of years of development, and they are cultural carriers with rich cultural connotations. At the same time, we should pour emotion into the picture performance, establish emotional connection points and choose appropriate object and image elements to blend in. Through the association of the viewer, the emotional communication with traditional architecture is realized and the humanistic spirit is conveyed. The government, in collaboration with cultural and tourism agencies, should develop tourism products, including tourist routes and experiential projects that highlight traditional culture, enabling young people to experience its charm during their travels and making patriotism education more vivid and tangible.

3.2. Innovative application cases in digital illustration design

In digital illustration design, the innovative application of character modeling has become a hot topic. On the premise that students have a certain foundation in painting and design techniques, the focus of illustration courses should be on cultivating and improving students' personalized artistic styles and modeling language abilities, so that they have their own unique visual language for illustration. In the following, we use the inheritance culture and various types of various regions to analyze the innovative applications in digital illustration design to show their potential in the field of digital illustrations.

1) Advertising type

Advertising digital illustrations refer to the content of the picture except text in the advertisement. Its most intuitive role is to express the theme of advertising to infect the audience and spread information. A successful architectural design should strive for balance and stability in the composition, emphasizing the main structure of the building through contrasts in density, color, and form. Educational institutions and content creators should fully leverage advanced digital technologies and the benefits of open and shared resources in the digital space to enhance the impact and reach of patriotic education.

2) Traditional building types

Taking Xuzhou as an example, the best preserved traditional buildings in Xuzhou are Huilongwo and Hubushan residential buildings located across the river from the city center, which are important physical materials for analyzing Xuzhou traditional architectural culture and its design style. Illustration creators often pay attention to social structure, political system, economic status, spiritual culture, etc. when choosing the theme, and show the evolution and mutual relationship of these social elements to the viewers through illustrations.

3) Character type

Taking Cantonese opera characters as an example: Comparing the innovative application of traditional Cantonese opera character modeling and digital illustration design, it can be found that digital illustration design can more vividly depict the appearance characteristics of Cantonese opera character modeling. The application of traditional culture or cultural tourism innovation provides nourishing soil for innovative education on campus, and also provides students with practical teaching places and opportunities for practical operations.

Innovative education can effectively cultivate innovative talents. The teaching management system, evaluation system and teacher incentive system of innovative ability training for illustration majors in some colleges and universities need to be further improved, and the attention paid to personnel training and teaching management personnel needs to be further improved. This point is repeatedly emphasized to students when it comes to illustration skills. It must be clear that the drawing techniques and principles of modern digital illustration and traditional painting are the same. Painting is done stroke by stroke, and although illustrations use different tools, each stroke reflects the foundation of painting. Curriculum design should not just be a formality, but should focus on combining knowledge intake with emotional experience, allowing students to deeply

understand the spirit of talent cultivation through experience and practice. As shown in Figure 3.
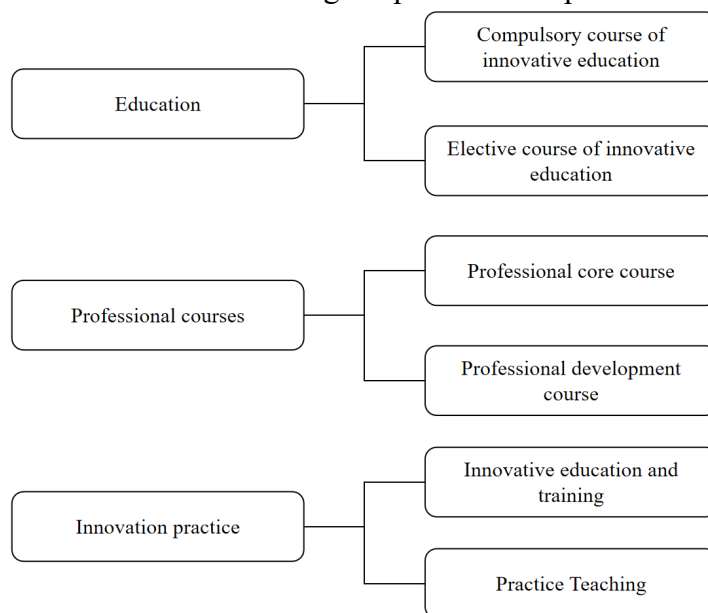

Figure 3 Innovative personnel training system

In specialized courses, emphasis is placed on the setting of practical activities, providing students with opportunities to personally participate in cultural heritage activities. Through organizing cultural experience activities, skill practices, project planning and other practical activities, students can deeply experience the charm of intangible cultural heritage and master skills related to culture in practice. It is helpful to improve the cultural literacy and aesthetic ability of talents, so that they can devote themselves to the cause with love and respect for national culture and contribute to the inheritance and promotion of national culture with professional knowledge and skills.

In short, illustration teaching should be introduced in various aspects, cultivating students' ability to consciousness in traditional culture and art, so that they can learn from traditional culture and art in the creative process, and combine their regional characteristics to play and create.

4. Conclusions

As a new product of the information age, digital illustration has attracted great enthusiasm from many students with its unique charm. By breaking the inherent rules of cultural inheritance, we can effectively combine the cultural heritage of tourism demonstration sites with digital illustration. While restoring the true characteristics of cultural tourism, innovative refinement and combination have been carried out to shape digital works with local cultural features in the new era. Its role in the representation of digital history encompasses profound presentations on multiple levels of society and culture. By selecting specific themes, illustrations convey reflections on social structures, values, cultural heritage, and other aspects. The project or initiative should actively integrate elements of cultural heritage into digital illustration design, adding artistic atmosphere and cultural connotation to the illustrations. It should explore more effective methods of integration to enable cultural tourism to contribute to innovative education and achieve effective teaching goals. At the same time, during the process of innovative education, the project should promote the development and dissemination of cultural heritage to support social and economic development. In the process of the combination of digital illustrations and non -heritage geographical logo culture, it is no longer possible to pay attention to the use of technology as before without paying attention to the performance of artistic beauty and personality. In the future development, it will continue to explore the expression of cultural inheritance of cultural and tourism demonstrations, provide more excellent works and creativity for digital illustration design, and promote new development of innovation education.

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