



Study on the Feasibility Path of Local Cultural and Creative Product Design in the Context of Cultural and Tourism Integration Taking the Southern Anhui Region as an Example

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Abstract. The integration of culture and tourism has led to the design of cultural and creative products, and the necessity of exploring the feasible path of local cultural and creative product design in the context of cultural and tourism integration can be seen. This paper will discuss the current situation and shortcomings of the development of cultural and creative products in the context of cultural and tourism integration policy, and propose the innovation direction of cultural and creative product design in southern Anhui region as an example, and then provide a feasible path for the innovation of cultural and creative product design in southern Anhui, aiming to promote the sustainable development of cultural industry and tourism industry in southern Anhui, hoping to provide reference for relevant people.

Keywords: cultural and tourism integration · local culture and creativity · product design · southern Anhui region

1 Introduction

In recent years, with the improvement of material culture, the public's demand for tourism software and hardware has become higher and higher, and the demand for humanistic spirit and cultural content in tourism has become stronger and stronger. In June 2021, the Ministry of Culture and Tourism promulgated the "14th Five-Year Plan" for the development of cultural industries, introducing cultural policies and laws on intangible cultural assets, formulating their development plans and programs, and improving their coordination mechanisms, highlighting the country's emphasis on the integration of culture and tourism. This has effectively accelerated the rate of integration of culture and tourism industries. In the context of the integration of culture and tourism, the cultural industry is developing rapidly, and the feasibility path of product design for cultural and creative products, as products with local history and cultural connotation, has also received wide attention.

2 Development Status and Shortage of Cultural and Creative Products

With the continuous promotion of the policy of integrating culture and tourism, at this stage, the cultural industry is developing rapidly, and local products are integrated into the creativity of design to form products with market value. The ensuing problems have gradually emerged. The integration of culture and tourism is more reflected in the combination of culture and scenic spots, while the important link of tourism cultural products in the tourism industry chain is neglected, leading to insufficient design of cultural and creative products [1].

Although the background of cultural and tourism integration has promoted the further development of the cultural and creative industry, there are many problems with the design of China's cultural and creative products, and the author believes that its product design deficiencies are mainly reflected in the following aspects.

One of them is that the local brand characteristics of product design are not obvious enough, and there is the problem of pan-regionalization. Many commemorative cultural and creative products are not able to reflect the characteristics of that place, without brand characteristics and differentiated comparison between regions, but more mass production on the assembly line. For example, although Jingdezhen's porcelain is the most famous, representing the unique local style and color of Jingdezhen, with its unique charm. But its distinctiveness or its merits are not unique to its place. Porcelain can be seen all over the world, but the buyer can't tell at a glance that this is the representative porcelain of Jingdezhen, like this kind of cultural and creative products is typical of pan-regionalization.

The second is the disconnection between local culture and products, a problem that objectively exists in many cultural and creative products. Due to the strong support of the national policy on cultural and tourism integration, many tourist attractions are flourishing, but the integration of their representative cultural and creative products with local culture is not deep enough, which also makes the local cultural and creative products thin. Such monotonous and tedious cultural and creative products without local culture simply cannot stimulate tourists' desire to consume and hardly attract attention. For example, in Wuhu Old Town in Anhui Province, most of the tourist goods sold in its attractions come from the wholesale market of small commodities such as Yiwu in Zhejiang Province. Tourists originally wanted to buy tourism products with local characteristics, but found that they could buy the same type of products in other stores. Therefore, in the design of cultural and creative products, it is necessary to integrate local culture and products in order to attract tourists to integrate into the local cultural atmosphere.

3 The Direction of Innovation in the Design of Cultural and Creative Products in Southern Anhui

At present, under the requirements of the national cultural tourism industry development situation, only the deep integration of culture and tourism can achieve a more healthy and sustainable development. South Anhui cultural tourism resources have a long history,

unique historical conditions and profound humanistic landscape. A series of principles need to be followed in the innovative design of cultural and creative products, deepening the development of historical culture and regional characteristics, and improving the cultural content of cultural creative products and tourism products.

3.1 Strengthen Local Brand Awareness

Creating your own IP story is the way to go. It is difficult to have cohesion and sustainability of tourism cultural and creative products without brand [2]. For the time being, there are few brands combining local regional culture in southern Anhui, and not much publicity for local special culture. A large number of excellent culture is not explored in depth, resulting in tourism cultural and creative products without profound connotation, too simple and lacking market competitiveness. To promote the integrated development of cultural tourism, we must deeply explore the cultural connotation and spiritual emotion of cultural and creative products, tell good stories, make good products, develop special tourism products, and form the brand image of southern Anhui region.

People are now in an era of IP boom. It is a great opportunity and challenge for people to design cultural and creative derivatives with the hotness of IP [3]. High-quality IP will inspire excellent design, and excellent design will impress consumers and attract more tourists to spend money, realizing the joint prosperity of culture and economy. The cultural and creative industries in popular tourist destinations such as Dunhuang and Forbidden City have become tourism hotspots, and after years of exploration, they have formed a benign commercial brand development model in which tourism and culture are mutually integrated and promoted. Successive cases show that playing the "culture card" can effectively promote the development of local tourism. The overall brand of cultural tourism is closely related to the overall image of the region, such as the "Great Beauty of Qinghai" in Qinghai Province and the "Jinshan Jinmei" in Shanxi Province. When consumers consume IP, they are also enjoying an emotional attachment and experience brought by the brand. By establishing the brand image of cultural tourism, it not only allows tourists to be impressed, but also brings visibility and reputation to cultural tourism, enhances regional investment attraction and talent recruitment, and achieves the main goal of cultural tourism as an opportunity to drive local economic and social development, realizing a win-win integration of cultural creation and IP.

3.2 Integration of Local Culture and Products

Culture is the accumulated form of history and culture of a country and region, and contains rich design innovation resources and wealth [4]. Tourism cultural and creative products carry specific regional culture, benefit from the nourishment of culture and inherit the concept of culture. The essential feature of cultural tourism is culture, and the integration of the culture of southern Anhui in cultural and creative products is the core element of the development of cultural tourism in southern Anhui.

The selection of the carrier of the cultural and creative products should be highly compatible with the local culture, and the product carrier with the highest matching degree of folk culture, technology and carrier should be fully designed to produce a high quality, deep connotation, beautiful and practical explosive products [5]. The integration

of culture and tourism will definitely produce a superposition effect of $1 + 1 > 2$. The cultural and creative products of Southern Anhui are a combination of the culture and product design of Southern Anhui, and the culture and products are closely related and intertwined. The most important part is "culture" and "creation". "Culture" is also culture, and culture is the root of cultural and creative products and the foundation of cultural and creative. The collection of cultural relics in southern Anhui not only has its own characteristics, but also has a wide variety and high quality, from which a lot of practical cultural information can be obtained. Cultural and creative products are the products of thinking and concept, and the collision of culture generated by the inheritance and innovation of cultural resources in southern Anhui fused with modern product design concepts can generate sparks and thus stimulate design thinking. Another point of cultural and creative products in southern Anhui is "creation", which is often talked about as innovation. How to transform the cultural resources of southern Anhui into cultural and creative products to achieve market benefits is also a priority, not only in terms of innovation in the form of cultural and creative products, but also in terms of innovation in product attributes.

In the design of cultural and creative tourism products, you can start from local folk culture, history and literature, and deeply excavate and integrate the special culture [6]. By integrating the cultural connotation into the designer's design concept and expressing it on the tourism products, the culture and the external image of the products can complement each other, which can make people feel the influence of the cultural connotation and reflect the aesthetic value of the products. For example, Huangshan as the top industry of Anhui tourism, cultural resources are deep, with a strong historical and cultural background, such as the emperor fairyland tour, celebrities and great people trails tour. Huangshan is located in the ancient Huizhou region, the author believes that it should be fully combined with Huizhou culture, the depth of development of Huangshan tourism souvenir products.

4 The Innovation Path of Cultural and Creative Product Design in Southern Anhui

Unlike traditional art creation, cultural and creative products need the support of modern culture or specific things. Southern Anhui has a large number of cultural elements, historical stories and national episodes, which can give profound connotation to cultural and creative products. Most of the unique historical culture and regional characteristics of southern Anhui are unique and irreplaceable. Meanwhile, strengthening the exchange and innovation between the local and outside world can help break through the limitations of southern Anhui cultural and creative products design.

4.1 Tapping into the Profound Connotation of Traditional Culture

The protection and inheritance of excellent traditional culture is the cultural foundation for the development of cultural tourism. Tourism cultural creative products concentrate the unique culture and folklore of tourist places, and are unique travel souvenirs, so more factors need to be considered in the design [7]. In the process of promoting the

protection and inheritance of excellent traditional culture by cultural tourism, the relationship between the protection, innovation and development of traditional culture should be distinguished. The relationship between protection, innovation and development is dialectical and unified; protection is the root and foundation, innovation is the essence and soul, and development is the ultimate purpose of protection and innovation. This is the basic law that cultural tourism for cultural heritage and protection must follow.

At present, in the national cultural tourism industry development situation requirements, only the depth of cultural tourism integration can achieve a more healthy and sustainable development, which is the new characteristics and new background of China's cultural tourism development. With unique scenery and personalized culture, South Anhui region should make full use of its cultural advantages, grasp the characteristic resources of cultural tourism location, the special needs of cultural tourism market and the characteristic trends of cultural tourism industry, inherit and innovate cultural tourism products, and promote the upgrading of cultural tourism industry. What is more important is to understand the integration of cultural industry and tourism industry, not only simply adding some cultural elements in the process of developing tourism cultural creative products, but also digging deeply into the unique local culture and adopting suitable methods and development modes to present its cultural heritage. By understanding and internalizing the specific regional culture, designers can develop and design a good cultural and creative product of southern Anhui, which will also have the cultural characteristics of southern Anhui region.

4.2 Combining Creative and Regional Design

Southern Anhui is rich in regional resources, but the development of cultural and creative products in Southern Anhui is not optimistic. Using design and creativity can activate the silent regional resources, thus promoting the development of tourism resources in Southern Anhui and giving life to the cultural tourism consumption scene. The regional resources of southern Anhui are the focus and attraction point of southern Anhui culture and creativity. Combining regional design and creative design with each other is an important issue to strengthen the future development of southern Anhui culture and creativity design.

Tourism creative products should present the cultural characteristics and brand image of tourism destinations and focus on the expression of design language [8]. In recent years, different regions in China have been popularizing and strengthening regional culture through cultural and creative design products and cultural and creative industrial parks, providing sufficient market conditions for a large number of products with regional elements. In terms of design, design cannot be separated from creativity, and creativity is a breakthrough. Designers combine the unique regional elements of southern Anhui with everyday items such as bags, clothing, jewelry and cell phone cases, such as folding fans, hats, shirts, eye masks, keychains and handbook books, giving these products a sense of history and locality. In this way, the products themselves have a creative enough image to be very eye-catching. The design of cultural and creative products in southern Anhui is not a superposition of ordinary regional elements and modern design. The design of cultural and tourism products in southern Anhui needs to link design and creativity, thus stimulating creative design, which is the guarantee for the development of cultural and

tourism integration and the driving force for the sustainable development of cultural and tourism integration. While focusing on the creative design of cultural and creative products, it is also necessary to focus on the integration of regional design. Designers must consult a large amount of historical information to ensure that the elements of words and pictures used do not deviate from historical data, while highlighting the creativity and locality of the products, digging deep into the local special culture, integrating it and guiding consumer trends to establish a close connection with consumers [9], so as to shorten the distance with consumers and stimulate tourists' desire to buy. The original purpose of cultural and creative design in southern Anhui is not only to promote the economic development of the region, but also to use the power of cultural and creative products to reshape the inner image of southern Anhui in the public mind, shorten the psychological distance with the public, and better spread the regional culture of southern Anhui. Cultural and creative tourism products can learn from this idea and appear in different ways on major new media and increase interactivity with consumers, penetrating into the lives of mass consumers [10].

For example, Huizhou wood carving is one of the important regional arts in Huizhou, with rich pattern patterns and delicate carvings and strong regional characteristics, which has very high application value in the design of cultural and creative products. Through the process of Huizhou wood carving pattern extraction - creative product innovation design - conveying the regional cultural concept, on the one hand, it conveys the strong regional characteristics and tourism resources, on the other hand, it has a high research and reference for the future form of cultural and creative design in southern Anhui. Value.

4.3 To Accelerate the Formation of Multi-channel Sales Model

Advances in Internet technology offer opportunities for the cultural and creative design industry, and video and audio will become important product vehicles for the cultural industry. Peter Demandis, a futurist and president of Google University, said, "Once an industry's products can enter the fully digital realm and are no longer held in physical form, the industry enters the realm of the exponential economy and will grow at a high rate in accordance with the exponential development model" [11]. Currently, many regions are using the Internet to actively promote the sale of local products and crafts, advertising of cultural landscapes and leisure tourism, with initial success.

To solve the problem that cultural and creative products in Wanan can only be purchased locally, it is necessary to explore the transformation of cultural products from local sales to multi-point sales, break the physical space limitation for purchasing products, and create Internet sales forms so that consumers can purchase products without entering Wanan, which greatly facilitates consumers. The future development of tourism cultural and creative products must still rely on the development trend of urban-rural integration, using the ubiquitous mobile Internet to enable residents at all levels of urban and rural areas covered by the network to easily and fairly participate in the purchase process of tourism cultural and creative products. In the era of new media, with the decline of traditional media and the prosperity of self-media, the sustainable development of tourism cultural and creative industries is destined to take the path of globalization on the basis of fully tapping traditional cultural resources. After the reform and opening up,

especially in the past 10 years, China's international status has been greatly improved and its economy has been developed rapidly. This has made the international community more fully aware of the differences between Eastern culture and Western civilization, stimulated global enthusiasm for Chinese culture, and created a huge market demand for China's cultural and creative industries to go international.

5 Conclusion

Under the background of cultural tourism integration, carrying out the innovative design of cultural and creative products of South Anhui not only includes the interactive integration of South Anhui culture and cultural and creative products, but also includes the integration and unification of South Anhui regional characteristics and design, highlighting the cultural and spiritual connotation of cultural and creative products while combining the designer's elaborate design with the strong regional resources, and carrying out the analysis of design elements. On the other hand, we should accelerate the formation of multi-channel sales model, make full use of mobile Internet and other technologies to achieve the integration of culture and economy, and at the same time, build up the regional brand image of southern Anhui and promote the development of southern Anhui by carrying At the same time, we should build the regional brand image of South Anhui and promote the design of South Anhui cultural and creative tourism products by means of IP. It can not only let tourists have a deep understanding of the culture of South Anhui through the special cultural and creative products of South Anhui, but also promote the development of the tourism resources of South Anhui in the form of cultural inheritance and innovation, and also bring some income to the local economic benefits.

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