Design Strategy of Cultural and Creative Tourism Products to Enhance the Brand Value of Huaiyang Nini Dogs under Artificial Intelligence Technology

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Abstract. In recent years, cultural tourism has received widespread attention as a means to promote and protect cultural heritage while stimulating economic growth. This paper explores the direction and strategy of artificial intelligence technology to enhance the brand value of intangible cultural heritage under the design of cultural and creative tourism products by creating Huaiyang Nini You Dogs, an element of China's intangible cultural heritage, as an example.

The study first explores the background and significance of cultural and creative tourism product design, emphasizing its role in revitalizing traditional folk culture and attracting tourists. The study uses Huaiyang Nini dogs with rich historical and cultural backgrounds to explore how artificial intelligence technology can help design and promote cultural tourism products.

In summary, this paper proposes a comprehensive design strategy that combines elements of intangible cultural heritage with artificial intelligence technology to enhance the brand value of the cultural and creative design of Huaiyang Nini dogs. It emphasizes the importance of preserving intangible cultural heritage, promoting cultural tourism, and fostering economic growth through innovative approaches that contribute to the sustainable development of local communities.

Keywords: artificial intelligence, cultural and creative design, Huaiyang Nini Dogs, cultural tourism.

1   Introduction

In recent years, cultural and creative tourism has become a highly influential industry in urban tourism. Each tourist city creates its own unique regional culture[1]. China's Ministry of Culture and Tourism has proposed that representative items of intangible cultural heritage inherited within the scope of tourist space should be strengthened for protection and inheritance. The level of display and utilization should be enhanced (Circular of the Ministry of Culture and Tourism on the Promotion of the Deep Inte-

gration and Development of Intangible Cultural Heritage and Tourism, 2013, "Website of the Ministry of Culture and Tourism ").

Huaiyang is a district of Zhoukou, Henan Province, China, known as Chenzhou and Wanqiu in ancient times. In the north of the city, there is the Taihao Mausoleum, known as the "Ancestor of Man Temple," In 1983, Mr Peng Xingxiao, a local scholar in Huaiyang, started to investigate and collect Nini dogs, which are of great research value. By analyzing the current situation of cultural and creative tourism product design of Nini dogs in Huaiyang, this paper provides a strategy for cultural and creative tourism product design based on users' needs to enhance the brand value of Nini dogs.

2   Literature Review

The cultural and creative tourism industry is the integration of tourism and creativity. The first to propose the introduction of cultural and creative elements in the traditional tourism industry were Pine and Gilmore, who proposed in their book The Experience Economy that in the era of experience consumption, the fierce competition between suppliers in the cultural tourism industry will lead them to raise their product supply to a new stage. The concept of creative tourism was first proposed by Richards and Raymond, who defined creative tourism as an activity that develops a traveler's creative potential through active participation and learning experiences during travel.

Brand value refers to consumers' perceptions and reflections of the importance and reliability of a brand, the value they are willing to pay for the brand, and the overall return that a company receives from the brand (Aaker, 1996). Keller (1993) proposed a consumer-based CBBE model of brand value and argued that brand power exists in how consumers perceive, feel, and experience a brand, meaning that brand power is the sum of all the experiences a brand has over time. In other words, brand power is the sum of all a brand's experiences with consumers over time. Zeithaml (1996) defines brand value as "the value that consumers are willing to pay for a brand, as well as the benefits it generates for the firm." Aaker (1998) put forward the definition of brand value from the perspective of brand resources, pointing out that brand value is determined by brand resources and brand advantages generated by consumer loyalty and willingness to buy. Aaker, on the basis of the previous research to refine the "five-star" conceptual model of brand equity, i.e., that the brand equity is composed of "Brand Awareness, Perceived Brand Quality, Brand Association, Brand Loyalty and other Brand Proprietary Assets. Brand Loyalty and Other Brand Equity".

As one of the essential forms of expression of clay art in the Central Plains, Henan Huaiyang "Nini dogs" have strong decorative characteristics and have received much attention from scholars[2]. (Li Hongjun 2020) suggests that intangible cultural heritage and folk culture of ancient style can be found everywhere in the temple fair of Taihao Mausoleum, among which various kinds of clay dogs of Huaiyang are very attractive to the attention of tourists. (Li Penghui, Zhou Junliang 2018) Classified Huaiyang Nini dogs into two types: firstly, Nini play works with a single animal archetype as the creative element; everyday Nini play works with animal archetypes such as chickens, monkeys, sheep, and other animal archetypes as the creative element; secondly,

not with animal archetypes as the creative element, folk artists added their innovative ideas to create Huaiyang Nini dogs with multiple animal archetypes as the model[3].

Nini dogs are clay sculptures that can be admired and clay toys that children can hold in their hands (Zhang Peipei, 2012), suggesting that Nini dogs are the most distinctive local specialty at temple fairs. Any clay dog has more than two small holes at the end of its tail, and when it is blown.

3   Analysis of "Yu Xiaoguo" Cultural and Creative Tourism Product Design Status Quo

The hometown of Mr Yu Jinjiang, the founder of Yu Xiaoguo, is Zhoukou, which is also the location of Nini Dogs. Excellent attention to protecting intangible cultural heritage, he strives to explore, improve, and save the local intangible cultural heritage that is on the verge of losing its power in his hometown and use the brand effect to spread the folk culture.

In recent years, the brand has been excavating and sorting out Nini dogs' unique shapes and symbolism. After the artistic creation of Nini dogs, it rearranges the characteristics with modern features and fashion elements and extracts Nini dogs' shape and color elements. It carries out pattern innovation and design to form a series of works with Chinese totems.

3.1   Chinese Dim Sum Design

Yu Xiaoguo Chinese dim sum chose the Nini dog modeling more representative, a single type and composite type; the single type includes the straw hat tiger, God tiger, and human ancestor monkey; the composite type includes the five elements of the beast, the sacrifice of God, the tree of life, the god bird, respectively, representing the peace and good luck, longevity, good fortune, and fortune, and endless and other symbols, six modeling, six auspicious symbols, blessing dim sum Nini Nini Nini dog Xiaoguo pastry so that everyone can eat the blessings of the distant past!

After redesigning the shape of Nini Dogs, Mr. Yu Jinjiang developed a Nini Dogs Small Fruit Crisp. In order to show different colors for the raw materials, Huai Shan Yao from Henan Province was chosen, which not only can make a white snack but also tastes sweet, and various kinds of crushed nuts were added to the snacks, which is rich in texture, and visually looks natural, pure and unique.

3.2   Nini Dog Puppet Design

In the shape of the external contour of the limb lines on the innovation, the color retained the black base and then highlighted the red as the color of the face, the chest, and the abdomen drawn in yellow and red, the design of the pattern retained the lines, dots and other decorative features of the Nini dog itself. The innovative clay dog retains the decorative pattern of the fertility symbol, and the overall shape is witty, cute, and very harmonious.

Nini dog is not easy to transport and save in the cultural and creative product design of the Nini dog in order to better dissemination and transport, change its carrier and material, is the best way, Yu Xiaoguo chose to use the Nini dog in the form of cloth, is also the most convenient way to travel consumers to buy, modeling and decorative features More rounded and softer, children are also better accepted.

4   Analysis of the current cultural and creative tourism product design situation of "Only Henan - Theatre Fantasy City."

"Only Henan - Theatre Fantasy City," located in Zhengzhou City, China, was founded in 2016, is China's first panoramic immersive theatre theme park, and is China's most prominent and longest performance theatre venue. In the center of "Only Henan" is a courtyard with two distinctive intangible cultural heritage-themed shops - Paper Henan and Cloth Tiger and Nini Dog. Because of these two intangible cultural heritage shops, there is a beautiful connection between natural creation and Henan[4].

4.1   Space Venue Design

The creative team of Natural Creations has always been committed to developing and promoting China's intangible cultural heritage. In this historical place of Henan, they visited many areas. They excavated the intangible cultural heritage of different cities. The one related to Zhoukou is the Cloth Tigers and Nini Dogs, which arranged an intangible cultural heritage pavilion in a spatial exhibition, where people can experience the cultural design of intangible cultural heritage in an immersive environment. The shape of the Nini dog was refined, the patterns on the body were innovated and summarised, and the overall style was cartoonish, creating a very mature and successful brand of intangible cultural heritage and cultural and creative products.

4.2   Handicraft Design

The design team extracted and recreated the pattern of the Nini dog, making the exaggerated and grotesque image of the Nini dog cute and mild. It developed practical life products such as cream puff pastry biscuits, pillows, ten-square towels, blankets, etc. The overall style of cultural and creative product design is cute and mild.

The overall design style of the cultural and creative products is cute and mild. However, the overall types need to be more affluent, and the Nini Dogs, as part of the exhibits of an intangible culture venue, need to be more independent for branding, and brand promotion is limited.

5   Creative tourism product design strategy to enhance the brand value of Huaiyang Nini Dog under the background of artificial intelligence

5.1   Create the main image of Nini dog and enhance brand building

According to the research and analysis of the present market of Nini Dog's cultural and creative products, it is found that it still needs a complete brand image. The use of AI technology to create the brand of cultural and creative products of Nini dog intangible cultural heritage, the brand design needs to be systematic, with independent and straightforward main image design, logo design, product carrier design based on consumer psychology, and the series design of cultural and creative tourism products, which requires branding, image design, concept design, and cultural design, so as to form a series of complete brands of cultural and creative tourism products.

5.2   Combining cultural connotations and improving brand communication degree

In the brand building of cultural and creative design, it becomes a powerful strategy to improve brand loyalty by tapping into cultural connotations. The cultural connotation of the Huaiyang Nini dog is mainly studied from the two directions of fertility worship and totem worship (Huang Yitong, 2022).

The cultural dissemination of Nini dogs is its most fundamental and essential form. Artificial intelligence technology allows visitors to experience through hearing, vision, touch, and other aspects of the experience[5].

5.3   Make full use of artificial intelligence technology to enhance brand influence

How tourists contact, participate, and consume on the Internet has subverted the communication channels, design methods, and consumption patterns of cultural and creative tourism products (Chen et al., 2019). Using artificial intelligence algorithms to analyze data on consumer preferences, market trends, and cultural symbolism related to clay dogs in Huaiyang. Create products related to Nini Dog culture. Digital experiences such as Augmented Reality (AR) and Virtual Reality (VR) interactions can also be integrated into the venue design. Enhancing the interactive experience of Huaiyang Nini Dogs' cultural and creative product design, and expanding the influence of Huaiyang Nini Dogs.

6   Conclusions

This paper, by studying the strategy of intangible cultural heritage in the artificial intelligence technology to create valuable cultural and creative tourism products, spreading Nini dog culture, spreading local folk culture by creating intangible cultural

heritage cultural and creative design, Media and brand activities and other platforms to tell the story of intangible cultural heritage and better disseminate and develop folk culture.

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