



Research on the Path of Dong Zhongshu 's Cultural Integration into Digital Cultural and Creative Development under the Background of Digital Cultural Tourism

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Abstract. Under the background of digital cultural tourism, aiming at the problems of single dissemination and insufficient technology integration in Dong Zhongshu 's cultural inheritance, this study proposes a digital cultural and creative development path : through the creation of cultural IP, the construction of immersive scenes and the development of digital cultural and creative products such as expression packs and interactive games, promote the cross-border integration of traditional culture and education, cultural tourism, manufacturing and so on. The practice focuses on campus culture, transforms allusions such as ' glimpse of the garden ' into campus cultural and creative products, realizes the deep inter-embedding of traditional culture and contemporary life, and provides a path for the innovation and inheritance of traditional culture.

Keywords: Dong Zhongshu culture; digital cultural creation; cultural IP; digital scene; campus culture

1 Introduction

As an important part of Chinese traditional culture, Dong Zhongshu culture contains rich connotation and contemporary value. With the rapid development of digital cultural tourism, Dong Zhongshu 's culture needs to break through the limitations of traditional propaganda mode and realize the deep integration with modern life through innovative ways. Specifically, it is necessary to closely integrate with digital life in many aspects such as brand building, communication carrier selection, and scene reconstruction. This study focuses on the development path of digital cultural creation, and builds a cultural IP with affinity and recognition by systematically excavating the profound connotation of Dong Zhongshu 's culture. With the help of cutting-edge technologies such as virtual reality (VR) and augmented reality (AR), relying on modern digital platforms such as WeChat and applets, an immersive digital scene is constructed to bring a new cultural experience to the audience. At the same time, we will promote the cross-border integration of Dong Zhongshu culture in education, cultural tourism,

creative industries and other fields, explore a way to integrate Dong Zhongshu culture into the innovative practice of contemporary society in a digital, interesting and life-oriented way, realize the organic combination of cultural value and contemporary life, and let traditional culture radiate new vitality and vitality in modern society.

2 Dong Zhongshu Cultural Digital Cultural and Creative Product Design Strategy

2.1 Refining Dong Zhongshu 's Cultural Elements and Constructing Digital Scenes

Based on the characteristics of cultural IP positioning and digital platform, it is necessary to further refine Dong Zhongshu 's cultural elements, build digital immersive scenes, and give the public a deep cultural experience. First of all, by screening the cultural elements suitable for constructing digital scenes in Dong Zhongshu culture, and transforming them into elements suitable for digital flat display [1]. For example, with simple visual elements and pleasant dynamic effects, it conveys Dong Zhongshu's classic thoughts, historical stories, Confucian etiquette, etc. Based on the living habits of young consumer groups, the construction of new narrative methods can narrow the public's emotions and enhance cultural identity. For example, combining Dong Zhongshu culture with contemporary pop culture and artistic style, with the help of VR, AR, AI, WeChat applet, Douyin live broadcast platform, etc., to create a new cultural experience. For example, in WeChat chat, design Dong Zhongshu's Q-version expression pack, with contemporary popular language, let Dong Zhongshu chat with teenagers to learn, and white-collar chat to work, in a relaxed and humorous way to convey Dong Zhongshu 's cultural connotation. At the same time, develop interactive small games related to Dong Zhongshu's culture, such as simulating the dialogue scene between Dong Zhongshu and Emperor Wu of Han Dynasty, so that users can feel Dong Zhongshu's personality charm and great wisdom in virtual dialogue. Or design a culturally interactive WeChat game, so that users can feel the ancient etiquette norms and the awe of nature in the game, and then further actively understand the specific content of Dong Zhongshu culture. In addition, on the Tik Tok platform, Dong Zhongshu's image, scrolls, Confucian clothes, gifts, patterns and other elements are designed as Tik Tok live gifts. The audience can express their love and support for each other by giving gifts during the live broadcast. These digital methods are closely related to our contemporary life. Only by allowing traditional culture to enter our life in a way familiar to contemporary people can traditional culture be truly ' activated '.

Based on the cultural IP positioning and the characteristics of the digital platform, it is necessary to deeply refine Dong Zhongshu's cultural elements, build a digital immersion scene, and provide the public with a deep cultural experience [2]. Firstly, the elements suitable for constructing digital scenes in Dong Zhongshu's culture are screened and transformed into forms suitable for digital platform display. For example, based on the characteristics of the mobile terminal platform, using concise visual symbols and smooth motion effects, it conveys its core contents such as classical ideas, historical

allusions, and Confucian etiquette. In order to fit the living habits of young people, narrative techniques should be innovated to narrow the emotional distance and enhance cultural identity. It can integrate Dong Zhongshu culture with contemporary pop culture and artistic style, and create a novel cultural experience based on VR, AR, AI, WeChat applet, Douyin live broadcast and other technical platforms. For example, according to the WeChat chat scene, the design of Dong Zhongshu's Q version of the expression package, combined with the popular language, so that it can communicate with young people, discuss work with white-collar workers, and convey cultural connotation in a relaxed and humorous way. At the same time, related interactive games can be developed. For example, simulating the dialogue scene between Dong Zhongshu and Emperor Wu of Han, so that users can feel their personality charm and wisdom in virtual interaction; or design cultural interactive WeChat games, so that users can experience ancient etiquette norms and awe of nature in the game, and then actively understand Dong Zhongshu culture. On the Tik Tok platform, Dong Zhongshu's image, scrolls, Confucian clothes, gifts, patterns and other elements can be designed as live gifts. The audience can express their love and support by giving these gifts during the live broadcast. These digital means are closely linked with contemporary life. Only by integrating traditional culture into daily life in a familiar way can its real 'activation' be realized.

2.2 Promote Cross-border Integration and Expand the Value of Digital Cultural Creation

In addition, it is necessary to integrate Dong Zhongshu culture with multiple fields to stimulate broader social value and economic benefits. For example, in the field of cultural tourism, Dong Zhongshu's cultural resources are deeply excavated, thematic tourism routes and experience projects are created, and 'Dongzi Cultural Research Tour' is launched based on the youth group. By visiting the cultural relics such as Dong Zhongshu's former residence and the old site of lectures, combined with the digital navigation system, it provides an immersive cultural experience for young people. At the same time, develop interactive experience projects, such as simulating Dong Zhongshu's lecture scene, so that tourists can personally participate in it and feel the charm of Confucian culture. In terms of school education, we cooperate with primary and secondary schools to develop school-based curriculum, such as 'Dong Zhongshu's culture and moral education', and use animated short films, interactive courseware and other vivid forms to pass Dong Zhongshu's moral ideas to students [3]. Help them establish the values of human, righteousness, courtesy, wisdom and faith. Dong Zhongshu Institute of Digital Culture Communication is set up in colleges and universities to cultivate talents with innovative thinking of traditional culture and form a hierarchical education model from basic education to higher education. In addition, we will transform Dong Zhongshu's cultural propaganda into creative industries and promote its deep integration with cultural and creative enterprises and manufacturing industries. For example, cooperate with cultural and creative enterprises to develop cultural and creative products, such as limited edition digital collections, theme clothing, picture books, color filling games, etc., to meet consumers' demand for personalized and cultural products; combining with daily life, Dong Zhongshu's cultural elements

are integrated into household products, electronic products and decorative products, so as to enhance the cultural added value of products and help industrial upgrading. Through cross-border integration, Dong Zhongshu culture will break through the traditional communication boundary, deeply integrate into all fields of society, realize the dual promotion of cultural value and economic benefit, and open up a broad space for the innovation and development of traditional culture.

3 The Design Practice of Digital Cultural and Creative Products based on Dong Zhongshu Culture

3.1 Refining Dong Zhongshu 's Cultural IP Based on the Construction of Campus Culture

The Outline of the Plan for Building a Powerful Country in Education (2024-2035) puts forward that " students ' healthy growth and all-round development " should be taken as the core, and five educations should be carried out simultaneously [4]. In this context, the construction of campus culture should focus on the subject of students, embed traditional cultural genes into the scene of education, condense the spirit of the school, and drive the deepening and upgrading of the connotation of the school. Dong Zhongshu 's culture has strong inclusiveness. Its ecological view, education view and integrity view can inject traditional wisdom ' new energy ' into campus culture. Its ecological view of " harmony between man and nature, " the field nature of " giving lectures, " the self-discipline of " not peeping into the garden " and the publicity of " promoting Confucianism " enable traditional culture to transcend the historical context and condense into a sensible, available and sustainable campus cultural IP, as shown in Figure 2. The visual presentation of cultural IP, the overall use of flat illustration style and symmetrical composition, is not only conducive to highlighting the theme, but also more suitable for the application of campus culture construction scenes. The four scenes are centered on Dong Zhongshu 's illustrator characters, integrating the architectural style, garden features, and Han Dynasty stone art of the Western Han Dynasty, so that young people can intuitively feel the cultural atmosphere of Dong Zhongshu 's era, as shown in Figure 1.



Fig. 1. IP extraction of Dong Zhongshu culture based on campus culture

communication path of Dong Zhongshu culture and make it take root in the campus soil, which is the key link to promote the inheritance and innovation of traditional culture. Experts and scholars can be invited to attend lectures and seminars on campus to provide rich knowledge for young people and help them deeply understand the connotation and value of Dong Zhongshu 's thought [5]. At the same time, the joint cultural institutions carry out exhibitions, artistic performances and other activities to vividly present the essence of traditional culture, so that young people can feel its charm in school. In addition, relying on the digital platform to integrate traditional and modern science and technology, the development of interactive digital courses and promotional films, such as the use of VR technology to reproduce the scene of Dong Zhongshu 's lectures, or the production of animated short films to tell their thoughts and stories, so that young people can deepen their understanding of traditional culture in the immersive experience. Through the deep integration of campus culture construction and traditional culture, it can not only nourish the spiritual world of young people, but also stimulate their interest and love of traditional culture, promote their new vitality on campus, and lay a solid foundation for cultivating a new generation with profound cultural literacy, as shown in Figure 3.



Fig. 3. Dong Zhongshu cultural propaganda short film

4 Conclusions

Under the background of digital cultural tourism, Dong Zhongshu culture can not only break through the limitations of traditional propaganda mode, but also realize the deep integration with modern cultural tourism and radiate new vitality and vitality with the help of digital cultural and creative development. By carefully creating cultural IP, constructing immersive digital scenes and promoting cross-border integration, Dong Zhongshu culture can be integrated into people 's daily life in a more vivid and interesting form. In practice, taking campus culture as an important carrier, Dong Zhongshu 's original relatively static narrative is transformed into an interactive and renewable ' living culture ', and knowledge, creativity and emotion are organically integrated into campus culture, which provides a cultural ecological paradigm for sustainable development of campus culture construction. With its unique audio-visual, interactive and story-telling characteristics, digital cultural creation has opened up a new path for the dissemination and inheritance of traditional culture. Relying on the power of digital cultural creation, traditional culture can transform the profound truth into a small story around it, which not only shortens the distance from the public, but also enhances the

public's cultural self-confidence, so that traditional culture can gain new vitality in contemporary society and realize reproduction and re-identification.

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