

## Complex Cultural Heritage Tourism Product Development

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**Abstract:** With the constant development of socialist modernization construction in our country, our country's tourism industry rises gradually, and becomes a new growth point of economic development in China. Tourism industry involves wide range. In the protection of their own development, at the same time, also lead to traffic, dining, lodgings, clothing industry development, and have good development prospects. In this situation, our country's cultural heritage resources are turning to tourism product development path, and are closely connected with the tourism industry. The two get mutual promotion and common development. This article deeply explores complex cultural heritage tourism products development, and provides a reference for our country's cultural heritage protection and inheritance.

Chinese culture has a long history, extensive and profound. Having experienced thousands of years of development, it has left a large number of rich cultural heritage for future generations. In recent years, the fusion of cultural heritage and tourism industry has become a new development trend. On the one hand, cultural heritage puts new era energy for the development of tourism industry; On the other hand, the complex cultural heritage in the process has been effective. [1] Complex cultural heritage is of diversity and richness, which bring some difficulties for its inheritance. Therefore, full mix with the tourism product development may safeguard China's cultural heritage in tourism, and the development heritage can finally make more efficient protection of cultural heritage.

### I. THE IMPORTANCE OF COMPLEX CULTURAL HERITAGE TOURISM PRODUCT DEVELOPMENT

In recent years, China's tourism industry development is in full swing, which stimulates the development of the related transportation, catering and other industries. In this context, cultural heritage resources of our country began transforming to tourism product development, which reflects distinctive superiority. For example, Longmen Grottoes of Luoyang, Xi'an Qin Shihuang Terracotta Warriors and Sichuan Leshan Giant Buddha, etc., all these cultural resources belong to the world cultural heritage, but now perfectly realize the transformation to tourism product development and have become famous tourist destinations at home and abroad, which not only drive the development of the local food, clothing, transportation industry, but also become a major power in economic growth in China. [2] In addition, complex cultural heritage tourism product development also is the inner development requirements of cultural heritage and protection. According to the current situation of cultural heritage protection in our country, there are generally two problems. First of all, the enclosed protection of cultural heritage not only fails to achieve the purpose of cultural heritage protection, but also suffer varying degrees of damage. The first is the weak consciousness of the mass for cultural heritage protection, and they cannot realize the importance of the protection of cultural heritage. Although the government related departments adopt a series of measures to promote the protection of cultural heritage, the protection of cultural heritage was once troubled. The protection of cultural heritage is not achieved by only state and the government, and it requires the public generally involvement. Everybody is aware of the protection and inheritance of cultural heritage, and implements it in practical action. However, the enclosed protection way lacks effective communication between the public and cultural heritage, people understanding of cultural heritage does not reach the designated position, so the inheritance and protection also cannot reach the expected effect. Therefore, cultural heritage must take tourism product development road. Only through development can people fully know, understand, and own the responsibility and obligation for the protection of cultural heritage.

## **II. THE COMPLEX CULTURAL HERITAGE AND TOURISM PRODUCT DEVELOPMENT**

### *A. Complex cultural heritage resource value and characteristics*

Cultural heritage has experienced historical change and the change of The Times. The enduring and spread so far is because it has a valuable resource. The value is sometimes tangible and sometimes invisible, but in real society, it is of special significance. This value contains several aspects. First, in terms of historical value, it mainly reflects the social lifestyle and reflects the development level of productive forces in a certain historical period. Such as Xi 'an Qin Shihuang's Mausoleum, through the study of the cultural heritage, we not only can see the level of productivity development level and skill, and also have a general judgment and understanding with a large amount of knowledge, such as military affairs, art history of that particular era. The other is cultural value, which is through the historical precipitation accumulation over a long period of time, and is unique with regional culture. [3] Jin culture and Guizhou culture have certain representations, which are full of local characteristics. Besides, there are also aesthetic characteristics and cultural heritage, such as: paper-cut art, painting, etc., which not only can bring aesthetic feeling to people, but also can be converted into economic value. In addition, complex cultural heritage also has scientific value, time value, and has important significance for its tourism development.

### *B. Complex cultural heritage tourism product development*

Since tourism industry development, it has formed the inseparable links with cultural heritage resources, and both have achieved mutual development. On the one hand, cultural heritage resources provide a steady stream of intrinsic motivation for the development of tourism products, and build a batch of tourism projects with distinct cultural characteristics; On the other hand, with the fusion of tourism product development, cultural heritage resources are known by more and more people, and get heritage and development effectively. First, the cultural heritage is of uniqueness and rarity. The development of tourism products can greatly satisfy the curiosity of the public. Longmen Grottoes in Luoyang, for example, has been heard by most people, but its historical value and cultural value are poorly understood, which to a certain extent reduces the value of cultural heritage. Tourism products will attract a large number of tourists to watch. In driving the development of tourism, at the same time, also make Longmen Grottoes related history knowledge and existing significance known by people to achieve the goal of heritage and development.

### *C. The problems existing in complex cultural heritage tourism development*

At present, complex cultural heritage tourism product development has become an unstoppable trend. Many cultural heritage resources begin to take tourism development path, which has an important role in cultural heritage. However, in the process of cultural heritage tourism development, there are some problems. Some local and government blindly develop tourism resources in order to pursue the development of local tourism economy, such as build some five-arched imitating ancient city of Beijing, or the establishment of large-scale entertainment activities. To some extent, this kind of practice can achieve economic efficiency, but it also makes the cultural market more confused. [4] And some of the cultural heritage resources' tourism lack scientific development, and destroy cultural resources, therefore, we must implement the strategy of scientific and effective development, promote common development of cultural heritage resources and tourism product development.

## **III. THE EFFECTIVE STRATEGY OF COMPLEX CULTURAL HERITAGE TOURISM PRODUCT DEVELOPMENT**

### *A. The diversification designing of tourism product planning*

For cultural heritage resources development and utilization, comprehensively consider various factors, and make rigorous and scientific demonstration and planning. With full understanding of the fundamentals of cultural heritage tourism development, and a clear plan for tourism development path, and through comprehensive examination of cultural archaeological relics departments' participation, avoid the destruction of cultural heritage and undeserved use during the development process, and make sure of the development of cultural heritage showing respect of

culture history and cultural customs. [5] In making the cultural heritage resources development planning scheme, in addition to the overall planning and detailed planning of formulation, consider the tourism derivative product and include it into the planning, which involves typical culture connotation, iconic cultural concepts, and cultural heritage planning ideas. Cultural heritage tourism product planning scheme can adapt to market needs, reflect cultural value, and guarantee the implementation effect.

#### *B. Clear tourism product market positioning*

The current cultural resources and tourism product convergence speed are accelerating. Traveling is no longer the traditional sightseeing, but pays more attention to tourists' participation and experience, which contains more cultural connotations. Visitors can enjoy a deep enjoyment in the process of tourism. The developments of cultural heritage also need to conform to the trend of tourism product market diversification. Because of tourism market are the guarantee and the premise of tourism product development, if the analysis of tourism market can make more accurate market positioning; it improves the value of cultural resources development. Our country has a splendid culture and long history, which contains a large number of cultural heritages. When developing the cultural heritage tourism products, we should meet a variety of market demand, not only have elegant nobility, also have the folk customs, and further improve the benefit of development and utilization of cultural heritage.

#### *C. Innovative thinking on the development of tourism products*

When developing complex cultural heritage tourism product in practice, make bold innovation, have pioneering ideas, and promote the integration of tourism products and influence each other in order to form a virtuous cycle of tourism industrial chain. Complex cultural heritage resources value has the characteristics of diversity, and its function is diverse, so the development of complex cultural heritage resources continues to adhere to diversified way, which makes tourism products better adapt to market demand, promotes the market effect of cultural heritage resources development. [6] Through the innovation of cultural heritage resources development, make its derivative more products, such as films, publications, dolls, performances which are able to get more people's attention. Only make the combination of cultural heritage and market is the most effective development way, and can improve the utilization of cultural heritage on the basis of the protection of cultural resources.

#### *D. Make reasonable tourism product development policy*

Avoid the obstacles encountered in the process of development through government support for the complex cultural heritage tourism product development and guidance, especially current lack of awareness of complex cultural heritage tourism products, not scientific management, and low exploitation and utilization level. Play its macro-control ability, make some effective policies, make supervision and guidance by special organizations and departments for cultural heritage resources, and avoid the phenomenon of damage and distortion in the process of cultural heritage resources development. In the development of cultural heritage resources, make clear classification of type, function and value of cultural resources, determine the market positioning of cultural resources, and make the record, timely report different development conditions, and make unified solution. The government should also make encourage policies for the diversity of complex cultural heritage tourism product development to ensure the strategic target of cultural heritage resources development.

#### *E. Encourage multilateral force participation in tourism product development*

Although the government is leader of complex cultural heritage tourism product development, it is not the only participant, and we can't just rely on the government to be solely responsible for it. Cultural heritage, in the end, is the whole social public property with openness, and its income groups should be the people of the whole society. So complex cultural heritage tourism products development and utilization need to encourage all powers' participation, especially market stakeholders, including management organization, developers, residents and visitors, etc., fully arouse the enthusiasm of multilateral force in society, and try to break the function of the authority, and make them participate in the development and utilization of each link like setting up social

organizations for cultural heritage resources protection, cultural heritage narrator and advocate, etc.

#### **IV. CONCLUSION**

Complex cultural heritage tourism product development has important significance and value, which involves various aspects of social life, therefore, in-depth analysis is carried out on complex cultural heritage to explore its tourism product development path. While protecting cultural heritage and its development in our country, at the same time, promote the effective growth of national economy.

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