Study on the Evolution Law of Integration Innovation of Cultural Tourism Product

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Abstract. Culture has always played an important role in the innovation of tourism products, and the integration of cultural tourism is the process of product innovation. The paper selects the scenic spots who are the Window of the World in Shenzhen, Impression Liusanjie in Guilin and 1964 Cultural Creative Park in Zunyi as case study samples. The three cases respectively represent the characteristics of the cultural tourism integration in the 1990s, 2000s and 2010s. First of all, from the perspective of tourism experience, the paper reveals the trend of integration innovation of cultural tourism product. Then this paper reveals the process and dynamic mechanism of integration innovation of cultural tourism product.

Introduction

Culture is the soul of tourism and tourism is the carrier of culture. The famous economist Yu Guangyuan(1986) pointed out that "tourism itself is a kind of cultural life; Tourism is an economic undertaking with a strong cultural character as well as a cultural undertaking with a strong economic type." Culture has always played an important role in the innovation of tourism products, and the integration of cultural tourism is the process of product innovation.

In recent years, the research on cultural tourism integration has been increasing. Using the method of historical research, Ba Duoxun (2018) reviewed the law of integration of Chinese cultural tourism in the past 40 years of reform and opening up. Wang Shuo and Li Yufeng (2016) started from the common humanistic background of Beijing, Tianjin and Hebei, summarized the characteristics of cultural tourism resources in the three regions, and proposed the problems and countermeasures of integrated development of cultural tourism. Lei Rong et al. (2015) studied the strategies, paths and countermeasures for the integrated development of eco-cultural tourism in Guian to discuss how to solve the problems of ecological protection, industrial development and cultural inheritance.

At present, the research on the integration of cultural and tourism focuses on the macro level, and there are few empirical studies. The paper focuses on the evolution law of integration innovation of cultural tourism product, and the purpose is to explore the mechanism of integration innovation of cultural tourism product.

Literature Review

Tourism Product Innovation

Zhao Haihan (2005), aiming at the problems existing in Yunnan's tourism products, innovatively proposed the mode of exploiting regional advantages to develop its own tourism products. Liu Yuqing et al. (2008) revealed the specific situations that influence the perceived value of tourism experience and solved the complexity of the former factors forming the perceived value of tourism experience. By introducing value chain theory, Xu Fuying and Liu Tao (2018) found that the deconstruction and reconstruction of value chain is the key to the integrated development of rural tourism industry. Tourism product innovation research has made a very rich research achievements, formed a relatively mature system of research. But how to promote tourism product innovation so as to realize cultural tourism integration has not related research results. The paper is based on three
cases of China and studies the cultural tourism product innovation mechanism. It is useful supplement to the current tourism product innovation.

Tourism Experience

MacCannell (1976) believes that tourism experience is a positive response to the troubles of modern life and a "real" experience that modern people pursue to overcome these problems. The definition has aroused some controversy that for those tourists who need the same tourism, their experience will be the same regardless of the differences in their social and cultural backgrounds. Ryan (1997) analyzed the relationship between expectation and satisfaction, defined the evolutionary relationship between factors, intervention variables, behaviors and results, and believed that the tourism result was that either the tourism expectation was satisfied or the tourism expectation was modified, and finally formed the evaluation of satisfaction or dissatisfaction. Greg et al. (2005) pointed out that the authenticity of stage performance is not an external factor such as the authenticity of history or context, but an internal factor such as the authenticity of the experience tourists get when they participate in stage performance.

The current tourism experience research has formed the multi-disciplinary, multi-level and multi-field, multifaceted research situation. The content of the study involves the essence of tourism experience, motivation of tourism experience, types of tourism experience, authenticity of tourism experience and many other aspects. In terms of research methods, empirical research is the main method. On the other hand, there are still many areas that need to be deepened in the study of tourism experience.

Research Methods

Multi-case comparative study is based on a single case study, comparative analysis. Multi-case can promote the case study of validity, and this paper selects three cases study samples, including 3 cases: The Window to the World in Shenzhen, Impression Liusanjie in Guilin and 1964 Cultural and Creative Park in Zunyi.

The Window to the World in Shenzhen is located at the bank of Shenzhen bay. With the purpose of promoting world culture, the window brings together the wonders of the world, historical relics, historical sites of the past and present, and folk song and dance performances to create a wonderful world. The Window of the world scenic spot is divided into five continents. Since its opening in 1994, the scenic spot has received more than 100 million tourists.

Impression Liusanjie in Guilin is the core project of the Lijiang river landscape in China. It was directed by Zhang Yimou, who is a famous director in China. It combines the Lijiang river landscape, Guangxi minority culture and the creation of elite Chinese artists, is the first new concept of "landscape performance". The performance is unique, artistic, shocking, national and visual. It is the sublimation of the beauty of Guilin landscape and art combined again.

1964 Cultural and Creative Park is located at the xi'an road, Zunyi, Guizhou, China. The park takes the original site of Changzheng electric appliance group as the main body. The factory was built in the 1970s. The red brick factory building is tall, neat and well preserved. The Park is divided into cultural creativity area, Three Line construction area, tourism and leisure area, art square area, management and services area. The park has become a famous city scenic spot and cultural landmark of the city of Zunyi.

Research Findings

Types of Integration Innovation of Cultural Tourism Product

The Window to the world is based on foreign cultural, and belongs to imitation innovation. Impression Liusanjie belongs to the artist's creation, created a new tourist entertainment, and belongs to creative innovation.1964 Cultural and Creative Park is a ubiquitous product, and its innovation belongs to integrated innovation.
Table 1. Cases & Types of Integration Innovation.

<table>
<thead>
<tr>
<th>Cases</th>
<th>Types of integration innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Window of the world in Shenzhen</td>
<td>Copycat innovation</td>
</tr>
<tr>
<td>Impression Liusanjie in Guilin</td>
<td>Creative innovation</td>
</tr>
<tr>
<td>1964 cultural and creative park in Zunyi</td>
<td>Integrated innovation</td>
</tr>
</tbody>
</table>

Cultural Tourism Integration Innovation and Cultural Expression

Tourism product innovation takes place under a certain background of the times. Imitative innovation mainly takes place in the 1990s, which belongs to the era of sightseeing tourism. Creative innovation mainly took place in the 2000’s, which belongs to the era of leisure tourism. Therefore, cultural expression is cultural interpretation. Integrated innovation mainly occurs in the 2010’s, which is the era of personalized tourism. Therefore, the form of cultural expression has evolved into deeply cultural experience. Different tourism demands require continuous innovation of tourism products, so it also brings different forms of cultural expression, and the form of cultural tourism integration is constantly evolving.

Table 2. Types of Cultural Tourism Integration & Forms of Cultural Expression.

<table>
<thead>
<tr>
<th>Types of integration innovation</th>
<th>Occurrence time</th>
<th>Forms of cultural expression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copycat innovation</td>
<td>1990S</td>
<td>Culture imitation</td>
</tr>
<tr>
<td>Creative innovation</td>
<td>2000S</td>
<td>Cultural interpretation</td>
</tr>
<tr>
<td>Integrated innovation</td>
<td>2010S</td>
<td>Cultural experience</td>
</tr>
</tbody>
</table>

Cultural Expression and Tourism Experience

Different forms of cultural expression bring different tourist experiences. Cultural imitation can only enable tourists to visit the cultural landscape in a flash. Cultural interpretation greatly improved the cultural expression, and it can create different tourism experience, it belongs to the moderate experience. Cultural experience enables tourists to fully integrate themselves into cultural tourism products, have zero-distance contact with local culture, deep experience local cultural characteristics and immerse themselves in the local cultural atmosphere.

Table 3. Forms of Cultural Expression & Level of Tourism Experience.

<table>
<thead>
<tr>
<th>Forms of cultural expression</th>
<th>Level of tourism experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture imitation</td>
<td>Surface experience</td>
</tr>
<tr>
<td>Cultural interpretation</td>
<td>Moderate experience</td>
</tr>
<tr>
<td>Cultural experience</td>
<td>Deep experience</td>
</tr>
</tbody>
</table>

Research Conclusions

Evolution Law of Integration Innovation of Cultural Tourism Product

Table 4. Evolution of Tourism Consumption, Types of Innovation, Cultural Expression & Tourism Experience

<table>
<thead>
<tr>
<th>Time</th>
<th>Tourism consumption</th>
<th>Innovation</th>
<th>Cultural expression</th>
<th>Tourism experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990S</td>
<td>Sightseeing</td>
<td>Copycat</td>
<td>Imitation</td>
<td>Surface</td>
</tr>
<tr>
<td>2000S</td>
<td>Leisure</td>
<td>Creative</td>
<td>Interpretation</td>
<td>Moderate</td>
</tr>
<tr>
<td>2010S</td>
<td>Personalized</td>
<td>Integrated</td>
<td>Experience</td>
<td>Deep</td>
</tr>
</tbody>
</table>

The Table 4 shows that as the change of time, different time represents the different tourism consumption era, and innovation type, cultural forms and cultural tourism travel experience level changes with the change of the tourism consumption will. Therefore, it can be seen that tourism consumption is the real motivation for the integrated development and continuous evolution of cultural tourism. With the development of The Times, the integration of cultural tourism will continue to take on different forms.
The Process and Dynamic Mechanism of Integration Innovation of Cultural Tourism Product

By integrating tourism consumption, innovation type, cultural expression, evolution table of tourism experience and model map of cultural tourism product innovation process, the process of cultural tourism integration and dynamic machine drawing are obtained. From the above Fig. 1, it can be further judged that the motivation of integration innovation is tourism consumption, creative design is a necessary means, and cultural expression form and tourism experience are both results. Among them, the types of creative design include copycat innovation, creative innovation and integrated innovation. The forms of cultural expression include cultural imitation, cultural performance and cultural experience. Tourism experience includes surface experience, middle experience and deeply experience.

![Diagram of the Process and Dynamic Mechanism of Integration Innovation](image)

Figure 1. Process and Dynamic Mechanism of Integration Innovation.

Acknowledgement

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References