

**RESEARCH ON CULTURAL AND CREATIVE PRODUCT  
DESIGN AND TOURISM INTEGRATION DEVELOPMENT OF  
YANJIN**

Yuan Quanjingzi, Industrial Design, Grade 4

Zhang Ruimin, Industrial Design, Grade 3

Xu Dainan, Industrial Design, Grade 3

Meng FanXuan, Industrial Design, Grade 4

Mo Weiping, Master, Lecturer

Donghua University

Shanghai, China

## **1.Preface**

The introduction section serves as the opening of the paper, introducing the research object and purpose of the paper to readers. In this paper, the introduction presents the situation in Yanjin County and the reasons for studying cultural and creative product design and the integration of tourism and culture. Firstly, Yanjin County is one of the poverty-stricken areas in Yunnan Province and a national poverty-stricken county, thus poverty alleviation is an important task in the region.

Cultural and creative product design and the integration of tourism and

culture can provide some help for the economic development and poverty alleviation work of Yanjin County. Cultural and creative products refer to products designed and produced creatively with cultural themes and content, with cultural connotations and innovative features. The cultural and creative industry can promote local employment and economic development and enhance the cultural influence of Yanjin County. Secondly, the integration of culture and tourism is an important trend in the current tourism industry. The integration of culture and tourism can promote the transformation and upgrading of the tourism industry, improve the quality and added value of tourism products. Yanjin County has abundant natural and cultural resources, but due to economic and transportation limitations, the tourism industry has not yet fully developed. Therefore, the integration of tourism and culture can inject new vitality into the development of Yanjin County's tourism industry. In conclusion, this paper aims to study the cultural and creative product design and the integration of tourism and culture in Yanjin County, providing a reference for the cultural inheritance and tourism development of the region. The research in this paper can promote the economic and tourism development of the local area, enhance the cultural connotation and brand image of Yanjin County, and help achieve precise poverty alleviation and comprehensive development in the region.

## **2.Previous theoretical research or methodology**

In terms of cultural and creative product design, scholars both domestically and internationally have conducted extensive research. The concept of "culture+" in China emphasizes the integration and development of culture with other industries. At the same time, there are also many related studies in Western countries, such as Porter's "innovation diamond" theory, which believes that innovation requires four elements: human resources, intellectual property, innovation atmosphere, and support institutions. These theories provide us with good ideas that can be referenced and applied to the design of cultural and creative products in Yanjin.

In terms of cultural tourism integration, China's Ministry of Culture and Tourism has proposed the concept of "cultural tourism integration" and gradually introduced a series of policies to support this development. At the same time, scholars both domestically and internationally have conducted extensive research, such as Williams and Sinclair's "cultural tourism" theory, which believes that cultural tourism is a way of utilizing cultural resources to develop tourism products. These theories provide us with a good theoretical foundation and can help us explore the integration and development of culture and tourism in Yanjin.

### **3. Research ideas and methods**

Collecting data on cultural and tourism resources in Yanjin County to understand its history, culture, and tourism development status. In

order to understand the cultural characteristics and tourism needs of Yanjin County, we need to collect and analyze relevant data. These data include information on Yanjin County's history, culture, traditional handicrafts, cultural festivals, folk culture, as well as local tourism resources, tourism development status, and tourism market demand.

Referring to the theory of cultural and creative product design, analyzing the cultural resource characteristics of Yanjin County, and designing cultural and creative products that are in line with the characteristics and needs of Yanjin County. Through the design of cultural and creative products, cultural resources in Yanjin County can be transformed into products with economic value, promoting local economic development. When designing cultural and creative products, we need to consider factors such as local cultural characteristics, consumer demand, and market competition, and design cultural and creative products that meet local actual needs and characteristics.

Combining the theory of cultural and tourism integration, exploring the development mode of cultural and tourism integration in Yanjin County, and designing cultural tourism products that are in line with the cultural characteristics and tourism needs of Yanjin County. Through cultural and tourism integration, cultural and tourism resources can complement each other, creating more economic value. When exploring the development mode of cultural and tourism integration, we need to

consider local cultural resources and tourism needs, and design cultural tourism products that meet local actual needs and characteristics.

Based on field research and case analysis, evaluating the effectiveness and impact of Yanjin County's cultural and creative product design and cultural and tourism integration development, and proposing future development recommendations. In order to gain a more in-depth understanding of the culture and tourism situation in Yanjin County, we will conduct field research and analyze other cases of cultural and creative product design and cultural tourism integration development. By evaluating the effectiveness and impact, we can understand the impact of cultural and creative product design and cultural tourism integration development on Yanjin County's economic and cultural development, and propose future development recommendations.

In summary, the research methodology of this paper is mainly to explore Yanjin County's cultural and creative product design and cultural tourism integration development through data collection, theoretical research, field research, and case analysis, providing reference for Yanjin County's cultural inheritance and tourism development.

#### **4. Research Conclusion**

Based on the analysis of the data collected on Yanjin County's cultural and tourism resources, as well as the study of cultural and creative product design and cultural tourism integration theories, this

paper proposes the following conclusions:

Yanjin County has abundant cultural and tourism resources, but the tourism industry is still underdeveloped. Through the development of cultural and creative products and the integration of culture and tourism, Yanjin County's cultural and tourism resources can be transformed into products with economic value, which can promote local economic development and improve the tourism industry.

The design of cultural and creative products should take into account local cultural characteristics, consumer demand, and market competition. By designing cultural and creative products that meet local actual needs and characteristics, Yanjin County's cultural resources can be better integrated into the market and provide more economic benefits.

Cultural tourism products should also take into account local cultural characteristics and tourism needs. By designing cultural tourism products that are in line with the cultural characteristics and tourism needs of Yanjin County, the integration of culture and tourism can create more economic value and promote the sustainable development of the tourism industry.

The development of cultural and creative products and cultural tourism integration in Yanjin County has achieved certain results, but there is still room for improvement. In the future, Yanjin County should continue to strengthen the development of cultural and creative products

and cultural tourism integration, optimize the industrial structure, and improve the quality and added value of tourism products.

In conclusion, the development of cultural and creative products and cultural tourism integration in Yanjin County has great potential and significance for promoting local economic development and improving the tourism industry. By designing cultural and creative products that meet local actual needs and characteristics, and promoting the integration of culture and tourism, Yanjin County can better utilize its cultural and tourism resources and achieve sustainable development.

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