

# Research on IP Creation of Innovative Products in the Context of Cultural and Tourism Integration

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## Abstract

With the continuous progress of the society, the vigorous development of the cultural industry is more obvious. Under the active control of the Chinese government and the full cooperation of the general public, the integration of culture and tourism has made very significant achievements. At the same time, in the context of the integration of culture and tourism, cultural and creative products have also occupied more dominant shares in the fierce market competition, and IP building for cultural and creative products has also become the core focus of many scholars. Therefore, in the process of research and analysis in this paper, first of all, the development and application of cultural and creative products are analyzed, and some strategies and propositions are put forward for the IP creation of cultural and creative products based on the following three levels: first, promote the deep integration of cultural and creative IP product sales and "travel"; Secondly, we should pay attention to the refinement and presentation of cultural elements; Finally, we should build a comprehensive marketing development model of "online+offline".

## Keywords

Cultural and Tourism Integration; Cultural and Creative Products; IP Building; Cultural Color.

## 1. Background and Significance of the Study

The improvement of the people's material living standards has created a good opportunity for the high-quality development of "cultural tourism integration". In the context of cultural and tourism integration, IP building of cultural and creative products has also become a core focus of attention. In recent years, the impact of cultural and creative product IP on the tourism industry has become more and more significant, playing a pivotal role in economic construction, cultural heritage and other aspects. However, due to the rapid development of the cultural and creative product IP market, there are many problems, such as imperfect industrial chain, weak awareness of intellectual property rights, insufficient innovation, market positioning and pricing are not targeted, and short product life cycle. The existence of these problems directly restricts the rapid development of IP creation of cultural and creative products. It is around such a background environment that the development status and application of cultural and creative products are analyzed at first, and some innovative strategies and propositions are put forward from three dimensions: the integration of sales and "travel", the excavation of cultural elements, and the collaborative development of online and offline. It is hoped that under the comprehensive effect of these strategies, China's cultural and creative products will first have a more solid development platform for IP building of cultural and creative products.

## 2. Analysis of the Development and Practical Application of Cultural and Creative Products

In recent years, the relevant industrial policies and guidance issued by the state have increased the support for the cultural and creative industries, and the relevant policies and development plans issued by the local government have defined the development objectives of the cultural and creative industries, both of which have jointly promoted the development of China's cultural and creative industries. The enthusiasm of social forces to invest in cultural and creative industries is rising, cultural and creative products and services are gradually enriched and diversified, and technological innovation elements are constantly integrated. Cultural creativity and scientific and technological innovation complement each other. "Internet plus" and "culture+" have become a consensus to jointly promote the development of cultural and creative industries. In 2022, the added value of the national culture and related industries was 4494.5 billion yuan, an increase of 1.3% over the previous year, accounting for 4.43% of GDP, a decrease of 0.07 percentage points over the previous year. It is not difficult to see that the market of cultural and creative products is constantly expanding and extending, and the influence and appeal of cultural and creative products in the whole cultural field and even the whole social field have been further improved.

The actual application status of cultural and creative products is also relatively ideal, and its application scope is constantly expanding. At the initial stage when the creativity of cultural and creative products was proposed, and at the stage when a small number of cultural and creative products were gradually introduced, the scope of application of cultural and creative products was relatively narrow, basically represented by "ornamental products". However, with the increasing enrichment and optimization of the number, types and styles of cultural and creative products, the application scope of cultural and creative products has also developed and changed from the original direction of simple ornamental art to the direction of "food", "living appliances" and other directions, among which the more representative is the "ice cream" product of the Forbidden City, which is a very typical cultural derivative "food", This kind of video can be said to be pursued and loved by many "Palace Museum fans". With the renewal of cultural and creative ideas, cultural and creative products are bound to develop and optimize in a broader application field.

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### 2.1. Promote the In-depth Combination of Cultural and Creative IP Product Sales and "Travel"

Culture and tourism integration, as the name implies, is a key measure to highly integrate and link "cultural industry" and "tourism industry". Culture and tourism integration can not only promote tourism culture, but also enrich the spiritual world of tourists. One of the key objectives of IP creation of cultural and creative products is actually to promote culture, and at the same time, it also needs to take into account the gain of profits. Therefore, it is the trend of future development to highly integrate sales activities and tourism activities. Now many cultural and creative IP product stores have started to sell cultural and creative products in combination with tourism, including the selection of store location, the construction of characteristic commercial street, characteristic shopping street, and the promotion for tourists, which makes the cultural and creative IP product shopping stores and commercial streets present a trend of scenic spots. One of the basic prerequisites for IP creation of cultural and creative products is to realize the deep integration and close connection between sales activities and "travel". After in-depth research and analysis, the researchers of the research group believe that the mode of IP sales of cultural and creative products, the main products to

be sold, etc. should be integrated with the local tourism resources. For example, there are many small stores of tourism products, cultural and creative products in areas such as Ciqikou in Chongqing and "Shantang Old Street" in Suzhou, among which "silk scarves" seem to be the "standard" of every scenic spot. This development mode is extremely undesirable and should be changed at the first time. Chongqing Ciqikou should innovatively design cultural and creative products with local color of Chongqing, while the "Shantang Old Street" in Suzhou should specially develop tourism cultural and creative products related to "Jiangnan Water Town". Such personalized products will also leave a deep impression on tourists. It is one of the most critical and urgent tasks to build and sell cultural and creative product IP based on "travel".

## **2.2. Focus on the Refinement and Presentation of Cultural Elements**

How can IP creation of cultural and creative products attract more tourists and potential audiences? The answer is beyond doubt, that is to pay attention to the mining, extraction and presentation of personalized and traditional elements. IP building of cultural and creative products with rich cultural charm is a successful development activity, and is a typical way to meet the demands of the market and audience. We can carry out early market research activities. "Come from the market, go to the market" can be called the basic way of targeted IP creation of cultural and creative products, and understand the basic needs of the current market. Of course, different cultural and creative products can also be launched according to seasonal changes. Take the Forbidden City as an example. The Forbidden City will launch "ice cream cultural and creative products" in the summer. It is also a good choice to "tailor" cultural and creative products according to its own cultural color. In this way, the audience will also distinguish the culture of other regions from the culture of this region to highlight its personalized color.

## **2.3. Build a Comprehensive Marketing Development Model of "Online+Offline"**

With the development of the Internet, cultural and creative IP products have launched the development mode of online and offline integration. Many tourism cultural and creative IP products support people to browse and select goods online, find ways to confirm their choices in offline physical stores during tourism, and pay online, and promote the sales of tourism cultural and creative products through this new mode. This also means that the comprehensive marketing model of "online+offline" can provide more opportunities for tourists to buy and save more time and cost. After the research and analysis, the members of the research group also put forward their own ideas: there is a certain origin between the comprehensive marketing of "online+offline" and the IP creation of cultural and creative products. Today, with the increasing level of informatization, we can take WeChat fission marketing, Tiktok short video marketing and other ways to carry out cultural and creative product IP creation publicity and marketing activities. The online platform shows a good development result of "one transmission, ten transmission and one hundred transmission". This "word of mouth" model can also make the reputation of the IP creation of cultural and creative products increasingly good, thus attracting more potential audiences.

## **3. Conclusion**

The integration of culture and tourism is an inevitable trend in the context of the development of the new normal society. Of course, the realization of the integration of culture and tourism will put forward higher requirements for the construction of cultural tourism products and scenic spots. As a very typical cultural tourism derivative, cultural and creative products have more prominent influence in the market in recent years. IP creation of cultural and creative products is the most critical measure to enhance the popularity and influence of cultural and creative products. Therefore, it is of great practical significance to conduct in-depth research

and analysis on the IP creation of cultural and creative products under the background of cultural and tourism integration. The members of the research group put forward some strategies and ideas based on the following three dimensions, combining the first-hand data of the research activities and the high-quality development demands of the cultural and creative market: first, to promote the deep integration of cultural and creative IP product sales and "tourism"; Secondly, we should pay attention to the refinement and presentation of cultural elements; Finally, we should build a comprehensive marketing development model of "online+offline". Of course, in the macro context of the integration of culture and tourism, if we want to effectively achieve the improvement of the quality and efficiency of IP creation of cultural and creative products, we still need more efforts from practitioners and the active regulation and guidance of the government. Only by comprehensively playing the value role of multiple subjects can we achieve the expected good results.

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