

A Study on the Development of Cultural and Creative Industries under the Background of Cultural-Tourism Integration

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Abstract: In the contemporary era of cultural and tourism integration, the cultural and creative industry, as a pivotal sector facilitating the in-depth amalgamation of cultural and tourism industries, possesses profound theoretical and practical significance. This paper systematically elaborates on the conceptual connotation of cultural-tourism integration, analyzes the current developmental status and evolutionary trends of the cultural and creative industry, and further explores the opportunities and constraints encountered by the industry within the integrated cultural-tourism development framework. Based on an empirical analysis of typical successful cases, including the cultural and creative practices of the Palace Museum, Lijiang, and Dunhuang, this study verifies that the sustainable prosperity of regional cultural and creative industries is primarily attributed to the in-depth excavation of endemic cultural resources, systematic brand construction, and diversified cross-industry collaboration. Furthermore, this research puts forward targeted optimization strategies to promote the standardized and high-quality development of the cultural and creative industry. The proposed countermeasures cover five dimensions: the intensive exploration and innovative transformation of cultural resources, the advancement of cross-border integration and industrial synergy, the consolidation of brand building and market expansion, the enhancement of independent innovation capability and professional talent training, and the improvement of institutional policy support and legal guarantee systems. The research findings indicate that the development of the cultural and creative industry is embedded in a dual context of opportunities and challenges under the cultural-tourism integration paradigm. The implementation of scientific and rational developmental strategies can effectively drive the sustainable development of the cultural and creative industry, and ultimately achieve a mutually beneficial balance between cultural inheritance, innovation and industrial economic development.

Keywords: Cultural-Tourism Integration, Cultural and Creative Industry, Development Strategy.

1. Introduction

Against the backdrop of deepening global cultural and economic globalization, the in-depth integration of cultural and tourism industries has evolved into one of the core approaches for numerous countries to advance socioeconomic development. As a country with a time-honored history and diverse cultural endowments, China is witnessing unprecedented developmental opportunities for cultural-tourism integration in the new era. The two-way interactive promotion between culture and tourism not only enriches the connotative depth of the tourism industry but also injects robust market vitality into the cultural industry. As an indispensable constituent of cultural-tourism integration, the cultural and creative industry functions as a critical connecting hub for the integrated development of the two sectors.

The cultural and creative industry refers to an industrial category that relies on cultural resources and creative thinking, and adopts modern technological means and design concepts to develop market-competitive cultural products and services. Its core operational characteristic lies in the embedding of creative elements and cultural values, which enables the revitalization and innovative inheritance of traditional culture and delivers novel and appealing cultural commodities to the consumer market [1]. In recent years, driven by escalating national policy emphasis on cultural industries and the growing consumer demand for personalized and high-quality cultural products, the cultural and creative industry has achieved rapid expansion. Meanwhile, the tourism industry,

as a pillar sector of China's national economy, has sustained growth in tourist arrivals and continuous upgrading of tourism consumption, providing a broader market space and innovative impetus for the development of cultural and creative industries.

Nevertheless, the rapid expansion of the cultural and creative industry has been accompanied by a series of developmental dilemmas. Representative challenges include substantial obstacles in industrial resource integration, pervasive homogenization of cultural and creative products, and prominent deficiencies in professional talent cultivation and intellectual property protection. Maximizing the developmental potential of cultural and creative industries within the cultural-tourism integration context has become a vital academic research topic and an urgent practical problem to be addressed by governmental institutions and industrial enterprises. On the basis of the theoretical foundation of cultural-tourism integration, this paper systematically explores the current situation and evolutionary trends of cultural and creative industry development, analyzes the opportunities and constraints facing the industry in the integration process, and proposes targeted strategies for the sound and sustainable development of the industry through empirical case analysis. This study aims to provide theoretical references and practical implications for facilitating the high-quality and sustainable development of cultural and creative industries.

2. Concept and Connotation of Cultural-Tourism Integration

With the progressive deepening of the integration of cultural and tourism industries, cultural-tourism integration, as an emerging research domain, has attracted escalating academic attention. Cultural-tourism integration is not merely confined to the collaborative cooperation between cultural and tourism industries, but represents an in-depth interactive, resource-sharing, and mutually promotive developmental process between cultural undertakings and the tourism sector. The theoretical basis and connotation of cultural-tourism integration present multidimensional characteristics in academic and practical contexts.

2.1. Concept of Cultural-Tourism Integration

Cultural-tourism integration refers to the in-depth intersection and organic combination of cultural and tourism industries in terms of policy formulation, resource allocation, and market operation. In the multi-dimensional interactive process, the two industries realize mutual promotion and symbiotic development. The core essence of cultural-tourism integration lies in the effective integration of cultural and tourism resources to generate innovative and market-competitive cultural tourism products and services. Such integration covers not only the combination of traditional cultural and tourism resources, but also the empowering effect of emerging digital technologies on the iterative upgrading of cultural and tourism industries [2]. The practical embodiment of cultural-tourism integration extends beyond the tourism exploitation of traditional cultural scenic spots, and further involves the in-depth integration of the entire industrial chains of culture and tourism sectors.

The cultural industry enhances the cultural connotation of tourism experiences and strengthens tourists' cultural identity and experiential value by providing unique cultural symbols and creative products for tourism activities. In turn, the tourism industry builds consumption scenarios and communication platforms for cultural products, thereby facilitating the dissemination and marketization of cultural resources. The concept of cultural-tourism integration can be comprehensively interpreted from the following three dimensions:

(1) Integration of cultural and tourism resources: The organic integration of cultural resources (e.g., historical relics, folk customs, and artistic works) and tourism resources (e.g., natural landscapes and tourism service facilities) contributes to the formation of distinctive cultural tourism products through intensive and refined industrial exploitation.

(2) Cross-industry collaborative innovation: The resource sharing and interactive cooperation between the cultural and creative industry and the tourism industry promote the innovative development of diversified products and high-quality services across industrial boundaries.

(3) Two-way driving of market expansion and brand building: The integration of cultural and tourism industries effectively expands the respective market boundaries of the two sectors. Furthermore, joint brand cultivation enhances the comprehensive market competitiveness of cultural and tourism products and achieves synergistic industrial value.

2.2. Connotation of Cultural-Tourism Integration

The connotation of cultural-tourism integration

encompasses not only the industrial combination of cultural and tourism sectors, but also the innovative vitality, sustainable developmental capacity, and socio-cultural value generated in their interactive integration process. The specific connotation of cultural-tourism integration can be elaborated from four core dimensions as follows:

(1) Industrial integration: The in-depth amalgamation of cultural and tourism industries constitutes the core of cultural-tourism integration. The cultural industry covers not only traditional cultural fields such as cultural relics preservation and museum operations, but also modern cultural and creative sectors including film, music, performance, and digital culture. The integration of these diversified cultural fields with the tourism industry significantly improves the market competitiveness of cultural products and enriches the diversified product system of tourism destinations.

(2) Brand construction: Cultural-tourism integration facilitates the two-way iterative construction of cultural and tourism brands. In the integrated developmental process, the joint cultivation of cultural and tourism brands can effectively elevate industrial market value. Cultural-tourism integration endows tourism destinations with unique cultural connotations and fosters distinctive cultural tourism brand advantages. For instance, the successful development of the Palace Museum's cultural and creative products has substantially enhanced the cultural brand influence of the Palace Museum and driven the high-quality development of Beijing's tourism industry as a whole.

(3) Market expansion: The integration of cultural and tourism industries breaks the original market boundaries of the two sectors. Cultural products can be widely promoted through tourism channels and achieve cross-domain market expansion relying on massive tourism consumption scenarios. Conversely, the continuous expansion of the tourism market provides enormous consumption carriers for the cultural and creative industry, effectively improving the market penetration and industrial influence of cultural and creative products.

(4) Socio-cultural benefits: The ultimate goal of cultural-tourism integration is to enhance regional cultural confidence and soft power through the dual-driven effect of cultural inheritance and tourism economic development. The development of cultural and creative products and cultural tourism offerings can not only strengthen public cultural identity, but also facilitate the inheritance, innovation and global exchange of diverse cultures.

3. Development Status and Trends of Cultural and Creative Industries

With the advancement of globalization and the rapid iteration of information technology, cultural and creative industries have gradually evolved into a core component of national cultural strategies and economic governance policies worldwide. As a major country with profound cultural endowments, China has attached increasing strategic importance to the high-quality development of cultural and creative industries. Particularly under the paradigm of in-depth cultural-tourism integration, the sector has ushered in unprecedented developmental dividends and strategic opportunities. This chapter systematically analyzes the operational logic and evolutionary trajectory of cultural and creative industries from multiple dimensions, including industrial definition and classification, historical

development process, current operational status, and future developmental trends.

3.1. Definition and Classification of Cultural and Creative Industries

Cultural and creative industries refer to knowledge-intensive industrial sectors that transform intangible cultural resources into marketable commodities and professional services through innovative thinking and design empowerment, thereby generating dual economic and socio-cultural benefits. Its core value lies in the organic integration of endemic cultural elements, creative design concepts, and real market demands, which enables the production of outputs with distinctive cultural connotations and artistic value. The industrial boundary extends beyond the conventional development of traditional cultural products, covering diverse fields such as artistic creation, industrial design, digital content production, and creative performance. Based on industrial attributes and business categories, cultural and creative industries can be classified into five major segments:

(1) Cultural and artistic creation: This category encompasses the creation and commercial performance of diverse artistic forms, including film, television, drama, music, and dance. Beyond artistic innovation and expression, this industrial segment emphasizes the marketization and industrialization of cultural works to optimize economic returns and realize the commercial value of cultural resources.

(2) Cultural design and creative products: It covers industrial design, product packaging, brand image design, fashion design, and other creative service domains. By integrating traditional cultural symbols and aesthetic elements with modern design philosophies, cultural creative design generates innovative products that balance intrinsic cultural value and market competitiveness, catering to diversified consumer demands.

(3) Digital cultural industries: Emerging digital sectors including digital gaming, virtual reality (VR), augmented reality (AR), and digital artistic creation constitute a pivotal growth pole of modern cultural and creative industries. Driven by continuous technological breakthroughs, digital technologies have been extensively applied in tourism scenarios, particularly in the development of interactive and immersive tourism products, which reshape tourists' experiential modes and industrial operational paradigms.

(4) Cultural tourism commodities and experiential services: Cultural tourism commodities mainly include scenic souvenirs, traditional handicrafts, and cultural derivative products featuring regional cultural characteristics. Cultural tourism experiences refer to scenario-based tourism activities designed with profound cultural backgrounds, such as thematic cultural exhibitions, live cultural performances, and in-depth cultural heritage tourism.

(5) Publishing and media industries: This sector integrates traditional media businesses including book publishing, periodical circulation, radio and television operation, and film production, as well as emerging new media formats represented by social media, online video platforms, blogs, and podcasts. As essential cultural communication carriers, these diversified media channels facilitate the rapid dissemination and market popularization of cultural and creative products.

3.2. Developmental Process of Cultural and Creative Industries in China

Compared with developed economies, China's cultural and creative industries started relatively late. Nevertheless, driven by progressive policy incentives and evolving market demands, the sector has achieved remarkable industrial upgrading and scale expansion over the past two decades, with its developmental trajectory divided into three distinctive stages:

(1) Initial embryonic stage (late 1990s – early 2000s): During this period, China's cultural and creative industries remained in the preliminary exploration phase, lacking systematic industrial frameworks and targeted policy support. Industrial development was predominantly confined to traditional artistic presentations and handmade crafts, with loose and fragmented integration between cultural and tourism industries. Despite the underdeveloped industrial foundation, local authorities gradually recognized the potential value of cultural creativity and initiated preliminary exploitation of regional cultural resources.

(2) Policy-supported cultivation stage (early 2000s – early 2010s): Against the backdrop of the global prosperity of creative economies, the Chinese government elevated the strategic positioning of cultural and creative industries and issued a series of supportive policies to facilitate industrial expansion. The legislative proposal of the Cultural Industry Promotion Law in 2010 marked the accelerated development of China's cultural and creative industries [3]. Governments at all levels promoted the integration and refined exploitation of cultural resources through institutional guarantees, financial subsidies, and technical empowerment, continuously fostering industrial prosperity. Meanwhile, the tourism industry gradually established interactive docking with cultural sectors, and the practical integration of culture and tourism entered a preliminary implementation stage.

(3) Industrial maturation stage (early 2010s – present): Since the 2010s, China's cultural and creative industries have entered a high-speed developmental period. In particular, the national strategies of building a culturally powerful country and a world-class tourism country have further strengthened policy support for cultural and creative industries and stimulated robust market demand [4]. The industrial innovation models and business formats have become increasingly diversified. Traditional formats such as cultural theme parks, live cultural performances, and physical cultural and creative commodities, together with emerging formats including digital cultural products and immersive tourism experiences, have jointly empowered regional economic development and cultural brand enhancement.

3.3. Current Status and Developmental Trends of Cultural and Creative Industries

Currently, China's cultural and creative industries are in a phase of rapid iterative development. Driven by the deep integration of culture and tourism, the industry presents four prominent developmental characteristics:

(1) Diversified market demands: Consumer preference for personalized and high-quality cultural products has been continuously escalating. Conventional cultural and creative outputs such as ordinary handicrafts and standardized souvenirs can no longer satisfy upgraded market needs. Modern consumers tend to purchase highly creative commodities with profound cultural connotations and pursue

customized tourism souvenirs and thematic cultural experience activities.

(2) Accelerated innovation and digital transformation: The rapid advancement of information technology has propelled cultural and creative industries into a new innovation-driven and digitalized era. The pervasive application of virtual reality (VR), augmented reality (AR), artificial intelligence (AI), and other emerging technologies has facilitated product innovation and scenario iteration, giving rise to novel tourism formats such as virtual tourism and digital art exhibitions.

(3) Intensified cross-industry collaboration: The sustainable development of cultural and creative industries relies on multi-stakeholder and cross-sector cooperation. The integration depth between cultural and tourism industries has been continuously enhanced, and cultural and creative products have become core constituent resources of scenic spot construction and tourism destination development. Additionally, local governments and industrial enterprises have actively promoted the integrated development of cultural and creative industries with other industrial sectors to expand industrial value chains.

(4) Remarkable achievements in brand building: In the process of cultural-tourism integration, representative cultural tourism brands exemplified by the Palace Museum and Lijiang cultural creativity have realized integrated development of cultural and tourism brand equity, effectively driving the upgrading of cultural consumption and enhancing industrial brand influence.

In the future, the evolutionary trajectory of cultural and creative industries will manifest four major developmental trends:

(1) In-depth integration of culture and technology: With the continuous upgrading of digital technologies, cultural and creative industries will further rely on technological innovation for iterative empowerment. Intelligent tourism products and immersive virtual cultural experiences will become mainstream industrial formats. Furthermore, green and sustainable development will emerge as a new developmental paradigm. As consumers pay increasing attention to environmental protection and sustainable values, cultural and creative industries will extensively adopt green design and eco-friendly production modes to facilitate sustainable industrial development.

(2) Globalized industrial layout: With deepening international cultural exchanges, China's cultural and creative industries are expanding from the domestic market to the global market. Through cultural export and international brand building, the sector will strengthen interactive cooperation and value sharing with global cultural and creative industries, enhancing international cultural influence.

(3) Prevailing personalized customization and experiential consumption: Market demand for customized and personalized cultural products continues to grow. Supported by big data analysis and precise market research, cultural and creative industries will develop distinctive products with unique regional cultural attributes. The innovative iteration of cultural tourism products will further enrich multi-dimensional cultural experience scenarios and satisfy upgraded consumer pursuit of immersive and personalized cultural consumption.

4. Opportunities and Challenges of Cultural and Creative Industry Development from the Perspective of Cultural-Tourism Integration

Cultural-tourism integration has emerged as a pivotal pathway for the in-depth industrial cooperation between cultural and tourism sectors in recent years. As a core component of such integrated development, the cultural and creative industry has ushered in unprecedented developmental opportunities. Nevertheless, numerous inherent challenges coexist with prospective opportunities. The capacity to seize favorable opportunities and address potential constraints fundamentally determines the future developmental trajectory and high-quality evolution of cultural and creative industries.

4.1. Opportunities for the Development of Cultural and Creative Industries

Intensified policy support: The Chinese government has attached great strategic importance to the development of cultural industries, with policy support for cultural and creative industries continuously strengthened year by year. Governments at all levels motivate industrial innovation and high-quality development through targeted policy guidance and special financial subsidies. Particularly under the cultural-tourism integration paradigm, national strategic deployments such as the Cultural Power Strategy and Tourism Power Strategy have provided solid institutional guarantees and strong policy dividends for the iterative upgrading of cultural and creative industries. Furthermore, the government facilitates innovative industrial development by increasing financial funding for cultural and creative projects and optimizing the introduction mechanism of high-end industrial talents [5].

Expanding market demand: The continuous improvement of residents' cultural literacy and consumption capacity has driven the sustained growth of market demand for high-quality cultural and creative products. Conventional tourism commodities and standardized souvenirs can no longer meet consumers' upgraded demands for personalization and high-end experiential value. Modern tourists tend to prioritize commodities and tourism experiences with profound cultural connotations and distinctive creative attributes. Cultural and creative products embedded with regional cultural characteristics and tourism elements, including customized souvenirs, cultural derivatives, and handmade creative crafts, have gradually become mainstream consumer favorites in the cultural tourism market. With the continuous upgrading of cultural tourism consumption, the market scale of cultural and creative industries will be further expanded, and product diversification and personalized customization will evolve into dominant developmental trends.

Innovative dividends from cross-border integration: Cultural-tourism integration creates abundant cross-industry cooperative opportunities for cultural and creative industries. The in-depth combination of culture and tourism enables the industry to fully explore and activate tourism resource endowments, providing tourists with diversified and immersive cultural experience scenarios. In addition, the popularization of digital technology and internet technology has further deepened cross-border integration between cultural and creative industries and other sectors including science and technology, art, and industrial design. Such

integrated development drives the innovative iteration of cultural and creative products and the transformation of traditional consumption modes. Emerging industrial formats such as digital cultural and creative products, virtual reality (VR) cultural experiences, and cross-domain cooperation of cultural intellectual property (IP) have become prominent growth drivers of the industry.

Empowerment of cultural tourism brand construction: Cultural-tourism integration not only accelerates the rapid expansion of cultural and creative industries but also promotes the systematic construction of regional cultural tourism brands. Innovative cultural and creative products can endow tourism destinations with exclusive cultural symbols, effectively enhancing tourists' cultural identity and destination brand equity. The systematic cultivation of cultural brands can stimulate regional economic growth and improve the core competitiveness of tourism destinations. For instance, the prosperous development of the Palace Museum's cultural and creative products has significantly elevated its cultural brand value and boosted the high-quality development of cultural tourism in Beijing. In this regard, the innovative development of cultural and creative industries facilitates cultural inheritance and dissemination while effectively strengthening the comprehensive competitiveness of regional cultural tourism economies.

Internationalization and cross-cultural communication: With the continuous enhancement of China's global cultural influence, cultural and creative industries have obtained strategic opportunities for international expansion. Through the external output and global dissemination of cultural and creative products, the integration of traditional Chinese culture and modern creative design can effectively demonstrate China's unique cultural charm and innovative capabilities to the world. Particularly under the framework of the Belt and Road Initiative, Chinese cultural and tourism products have gained increasing international recognition, accelerating the internationalization process of domestic cultural and creative industries. Such global layout not only promotes the cross-border dissemination of Chinese culture but also broadens the overseas market space for the sustainable development of cultural and creative industries.

4.2. Challenges Facing the Development of Cultural and Creative Industries

Dilemmas in resource integration and industrial coordination: Despite the abundant opportunities brought by cultural-tourism integration, the practical development of cultural and creative industries is constrained by prominent difficulties in systematic resource integration. The integration of cultural and tourism resources generally lacks scientific planning and coordinated allocation, resulting in insufficient innovation and distinctive competitiveness in the development and market promotion of cultural and creative products. In particular, numerous regions still suffer from low-end industrial development and pervasive product homogenization, failing to form differentiated competitive advantages. To realize the in-depth evolution of cultural-tourism integration, the cultural and creative industry requires further optimization in resource integration and industrial synergy, and relies on cross-industry cooperation to enhance independent innovation capability and comprehensive market competitiveness.

Prevailing homogenization of cultural and creative products: The rapid scale expansion of cultural and creative

industries has been accompanied by severe product homogenization problems. In the development process of scenic spots and cultural projects, most cultural and creative products lack innovative design and differentiated positioning, leading to high product similarity in the market and weak consumer attraction. Many products excessively rely on traditional cultural elements while neglecting modern design concepts and contemporary aesthetic demands, failing to satisfy consumers' pursuit of personalization and creative uniqueness. Addressing the homogenization dilemma requires the industry to prioritize design innovation, differentiated positioning, and high-quality competitive development.

Deficiencies in intellectual property protection: Imperfect intellectual property protection has become a non-negligible constraint restricting the high-quality development of cultural and creative industries. As the industry is highly dependent on original design and creative achievements, intellectual property protection serves as the core guarantee for industrial innovative development. However, the current intellectual property protection system still has institutional loopholes in practical implementation, and widespread piracy and infringement behaviors severely dampen creators' innovative enthusiasm and hinder the sustainable iterative development of the industry. To promote the standardized development of cultural and creative industries, it is imperative to improve relevant legal systems and strengthen law enforcement and supervision of intellectual property protection.

Talent shortage and insufficient innovation capacity: The sustainable development of cultural and creative industries relies not only on policy support and market dividends but also on high-quality innovative professional talents. Nevertheless, the industry currently faces prominent dilemmas in talent cultivation and talent introduction. Most regions suffer from a shortage of interdisciplinary and high-end creative talents, and the lack of professional human resources for cross-domain cooperation directly leads to insufficient product innovation and weak industrial vitality. Therefore, optimizing the talent training system, improving the introduction mechanism of creative professionals, and consolidating industrial human resources have become core challenges restricting industrial development.

Inadequate financial support: Despite continuous policy support for the cultural and creative industry, capital shortage remains a critical bottleneck restricting the development of start-ups and small and medium-sized cultural and creative enterprises. Compared with traditional industries, cultural and creative industries feature long investment return cycles and high operational risks, making most investors hold a cautious attitude toward industrial investment. In particular, small and micro enterprises and emerging creative projects face severe insufficient capital investment. To alleviate the financing dilemma, in addition to further optimizing government supportive policies, it is essential to guide social capital to participate in industrial development and diversify industrial financing channels.

5. Case Analysis of Successful Cultural and Creative Industry Development

The development of cultural and creative industries relies not only on theoretical elaboration and policy incentives, but also on practical exploration of typical cases, which provide valuable empirical references for industrial optimization and

innovative development. Through an in-depth analysis of representative industrial cases, this chapter explores feasible pathways for promoting the sustainable development of cultural and creative industries under the cultural-tourism integration paradigm, including innovative design iteration, systematic resource integration, and differentiated brand construction.

5.1. Palace Museum Cultural and Creativity: Innovative Transformation and Brand Building of Cultural Heritage

Palace Museum cultural creativity stands as a landmark and exemplary case in China's cultural and creative industry development, particularly in terms of the innovative transformation of cultural heritage assets and systematic brand cultivation. As a world-renowned cultural heritage site, the Palace Museum has integrated its profound historical and cultural resources with modern design philosophies, launching a series of high-quality cultural and creative products that enjoy widespread market popularity and consumer recognition.

(1) In-depth excavation of cultural resources: The core competitiveness of Palace Museum cultural creativity originates from the intensive exploration and refined activation of intrinsic cultural resources. Its cultural and creative outputs are no longer simple replicas or standardized tourist souvenirs. Instead, they integrate the Palace Museum's profound historical context, traditional cultural connotations, and classical artistic elements with contemporary consumer demands, forming commodities with distinctive cultural value and aesthetic attributes. For instance, the imperial-style cultural and creative series incorporate traditional palace utensils, costumes, and ritual symbols into modern product design. Such delicate and high-end creations not only satisfy tourists' commemorative needs but also effectively enhance public cultural identity and heritage recognition [6].

(2) Brand strategy and market positioning: Through precise brand positioning and systematic market strategy deployment, Palace Museum cultural creativity has transcended the attribute of ordinary tourist souvenirs and evolved into high-value cultural consumer goods, achieving extensive market acceptance and industrial influence. By establishing a dual online and offline sales system, the Palace Museum has built a highly influential cultural brand. Its products have gained remarkable popularity not only in the domestic consumer market but also in the global market. The official online mall and cross-border e-commerce platforms have further facilitated the global promotion of Palace Museum cultural and creative products, consolidating its authoritative and iconic international brand image.

(3) Cross-border cooperation and innovative iteration: Continuous cross-industry collaboration constitutes another pivotal driving force for the sustainable prosperity of Palace Museum cultural creativity. The Palace Museum has launched limited-edition co-branded products through joint design cooperation with renowned designers and fashion brands, successfully attracting massive young consumer groups. Furthermore, in-depth cooperative projects with multiple museums and cultural institutions have enriched product categories, expanded audience coverage, and realized the diversified and multi-scenario dissemination of traditional palace culture.

5.2. Lijiang Cultural and Creativity: Innovative Inheritance of Local Characteristic Culture

As a nationally renowned cultural tourism destination, Lijiang boasts abundant ethnic cultural resources and unique natural landscape endowments, attracting substantial tourist flows annually. Relying on superior local cultural and tourism resources, Lijiang's cultural and creative industry realizes the innovative integration of traditional ethnic handicrafts and modern design concepts, forming distinctive local cultural and creative product systems with regional competitive advantages.

(1) Innovative expression of ethnic culture: Lijiang's cultural and creative development excels in the modernized and innovative interpretation of indigenous ethnic culture. As a multi-ethnic settlement area, Lijiang preserves rich traditional handicraft techniques of ethnic minorities, including Naxi wood carving, silver ornament craftsmanship, and ethnic embroidery. Local cultural and creative industries integrate these intangible cultural heritage techniques with contemporary aesthetic trends and market demands, developing original and distinctive cultural commodities. Taking the Naxi silver ornament series as a typical example, the products inherit traditional Naxi silver craftsmanship while incorporating modern fashionable elements, balancing traditional cultural authenticity and modern market adaptability [7].

(2) In-depth integration of culture and tourism: Lijiang's cultural and creative industry adheres to the mature development model of "tourism plus cultural creativity", closely linking tourists' cultural experience demands and commemorative consumption needs. During tourism activities, tourists are accessible to participatory experience of traditional handicraft production processes and can purchase authentic ethnic cultural and creative products on-site. The integrated operational model of "cultural experience + product sales" effectively enhances tourist participation and immersive experiential value, while significantly improving the added value and market competitiveness of local cultural and creative products.

(3) Brand communication and market expansion: Lijiang's cultural and creative brands have achieved remarkable progress in domestic and international market layout and cultural dissemination. Local cultural and creative products enter the consumer market through diversified channels including online e-commerce platforms and offline travel agency cooperation. Meanwhile, through cultural exchange activities and thematic exhibitions, Lijiang's ethnic cultural creativity has gradually expanded its international influence. Currently, Lijiang's cultural and creative outputs are widely recognized in the domestic tourism market and have become important carriers for showcasing the diversity and uniqueness of Chinese ethnic culture worldwide.

5.3. Dunhuang Cultural and Creativity: Integration of Cultural Heritage Protection and Innovative Products

As a pivotal national cultural heritage site, Dunhuang possesses unique historical context and profound artistic value, attracting numerous domestic and international tourists and academic researchers. The development of Dunhuang's cultural and creative industries centers on the protective inheritance and innovative transformation of cultural heritage,

realizing the modern interpretation, creative upgrading, and standardized commercial operation of traditional Dunhuang culture.

(1) Innovative transformation of cultural heritage resources: The core competitive advantage of Dunhuang cultural creativity lies in the innovative activation and market-oriented transformation of the abundant cultural heritage resources of the Mogao Grottoes. As a world cultural heritage, the Mogao Grottoes preserve numerous exquisite ancient murals, sculptures, and artistic relics. Based on refined cultural extraction and modern design optimization, diverse cultural and creative product categories have been developed, including cultural stationery, household ornaments, and high-end art replicas. These products faithfully inherit the essence of Dunhuang art while adopting modern design techniques and production technologies to adapt to contemporary consumer preferences and market demands.

(2) Integration of cultural experience and educational functions: Beyond product innovation and design optimization, Dunhuang cultural creativity emphasizes the organic combination of cultural dissemination and public educational functions. The development of cultural and creative products integrates the heritage education value of cultural relics with public consumption demands. Typical practices such as Dunhuang mural albums and offline cultural lectures enable consumers and tourists to systematically understand Dunhuang's historical evolution and artistic connotations during consumption and experience processes, thereby enhancing public cultural identity and historical heritage awareness [8].

(3) Omnichannel online and offline sales system: Dunhuang cultural creativity realizes extensive market promotion and consumer coverage through a comprehensive online and offline sales layout. Online e-commerce platforms and social media channels serve as major marketing and sales carriers, achieving precise product promotion and long-distance market coverage. Offline promotion relies on physical stores of Dunhuang Museum and offline product exhibitions in scenic spots and travel agencies. The collaborative operation of online and offline channels effectively expands the consumer group and improves the market penetration of Dunhuang cultural and creative products.

6. Countermeasures and Suggestions for the Development of Cultural and Creative Industries

With the continuous deepening of cultural-tourism integration, the cultural and creative industry has embraced new developmental opportunities in terms of market demand expansion, policy institutional guarantees, and technological innovation empowerment. Nevertheless, numerous structural dilemmas still constrain the high-quality development of the industry amid its rapid expansion. Based on a systematic analysis of the developmental status, inherent problems and practical challenges of cultural and creative industries, this chapter proposes targeted optimization countermeasures and developmental suggestions to facilitate the sustainable and sound development of the sector.

6.1. Intensive Excavation and Innovative Transformation of Cultural Resources

Systematic collation and digital protection of cultural

resources: The sustainable development of cultural and creative industries is inherently dependent on abundant cultural resource endowments, and the refined excavation and innovative transformation of cultural resources constitute the core driving force of industrial iteration. Local cultural resources possess unique historical connotations and artistic values, while a large number of resource assets have not been systematically sorted, protected and exploited. It is suggested that governmental authorities and cultural institutions strengthen the investigation, standardized collation and protective development of regional cultural resources. In particular, digital technologies should be fully adopted to realize comprehensive recording, archiving and dynamic preservation of cultural heritage resources, laying a solid resource foundation for the innovative development of subsequent cultural and creative products.

Diversified pathways for innovative transformation: The transformation of traditional cultural resources should focus not only on the innovative upgrading of product appearance and design forms, but also on the in-depth exploration of intrinsic cultural connotations and modern adaptive transformation empowered by advanced technologies. The application of virtual reality (VR) technology to restore historical scenes, the integration of traditional craftsmanship with modern design philosophies, and the development of highly interactive cultural experience projects can effectively break the homogenization dilemma, enhance the innovative value of cultural products, and strengthen market attractiveness and consumer stickiness.

6.2. Promotion of Cross-border Integration and Industrial Synergy

Deepening the integrated development of culture and tourism: The high-quality expansion of cultural and creative industries is inseparable from the in-depth interactive integration of cultural and tourism sectors. It is essential to strengthen the systematic integration of cultural and tourism resource endowments and develop distinctive cultural and creative products with regional characteristics. For tourism destinations, experiential cultural and creative workshops can be constructed within scenic spots, enabling tourists to purchase characteristic cultural and creative souvenirs while participating in the production process of traditional local crafts. Such developmental mode effectively enhances tourists' sense of participation, cultural identity and immersive experiential value.

Facilitating cross-industry cooperation between cultural and creative industries and other sectors: The innovative development of cultural and creative industries requires extensive cross-border collaborative cooperation with technology, fashion, art and other fields. Cross-industry integration enables cultural and creative industries to absorb innovative elements and technological dividends from other sectors and develop highly competitive market products. For instance, the integration of cultural and creative products with intelligent technology can realize product intellectualization and increase industrial added value; co-branding cooperation with high-end fashion brands can launch limited-edition cultural and creative products, strengthening product uniqueness and market competitiveness.

Constructing a sound industrial ecosystem for cultural and creative industries: The sustainable development of cultural and creative industries relies not only on single industrial support but also on the improvement of the whole industrial

chain ecosystem. It is imperative to promote coordinated development covering cultural creativity, industrial design, intelligent manufacturing and market marketing. The establishment of cultural and creative industrial parks and innovation incubators can gather high-end resources such as professional designers, creative teams and industrial entrepreneurs, form a complete closed-loop industrial chain, and realize the standardized and sustainable development of cultural and creative industries.

6.3. Strengthening Brand Building and Market Expansion

Enhancing brand construction and cultural connotation empowerment: Differentiated brand building is one of the core supports for the sustainable development of cultural and creative industries. Cultural and creative enterprises should prioritize systematic brand cultivation, attach importance to the excavation and inheritance of intrinsic cultural value while optimizing product design, and realize deep binding between brand positioning and cultural connotation to form exclusive brand competitiveness. As exemplified by Palace Museum cultural creativity, the in-depth integration of imperial court culture and brand image has fostered a top-tier cultural brand with high market recognition. Similarly, local cultural and creative enterprises can enhance product added value and core market competitiveness through refined brand building and cultural embedding.

Innovating modern marketing models: The industrial marketization operation should adopt modern precision marketing strategies, relying on social media and online public platforms to carry out targeted brand promotion and interactive marketing. Effective interaction with end consumers can significantly improve brand popularity and public cultural identity. In addition, the holding of thematic cultural exhibitions, immersive interactive experience activities and offline cultural salons can enhance consumer participation, expand brand exposure channels, and shape a positive industrial brand image.

Expanding international markets and cross-cultural exchanges: With the continuous enhancement of China's global cultural influence, cultural and creative industries possess enormous potential for international layout and cross-border development. On the premise of stabilizing the domestic market, cultural and creative enterprises should actively expand overseas markets, especially countries and regions along the Belt and Road Initiative. Such outward expansion can not only elevate the global influence of Chinese cultural and creative brands, but also facilitate the international dissemination and innovative inheritance of traditional Chinese culture. Participating in international cultural expositions and carrying out cross-border cooperation with global classic brands are effective pathways to strengthen the international competitiveness and overseas influence of domestic cultural and creative products.

6.4. Improving Innovation Capability and Talent Training System

Increasing innovation investment and technological research and development: Technological and creative innovation serves as the fundamental driving force for the iterative upgrading of cultural and creative industries. Governments and industrial enterprises should increase capital investment in industrial innovation and technological research, and encourage breakthroughs in new materials,

innovative technologies and operational models. The establishment of special innovation funds and the implementation of preferential tax policies can effectively stimulate enterprises' enthusiasm for product innovation and technological iteration. Meanwhile, in-depth industry-university-research cooperation should be promoted to accelerate the integrated development of technology and culture, and comprehensively enhance the technological content and innovative level of cultural and creative industries.

Strengthening the cultivation and introduction of professional talents: The high-quality development of cultural and creative industries requires solid professional talent support. It is necessary to optimize the talent training and introduction system for the cultural and creative sector, focusing on cultivating high-end interdisciplinary talents in design innovation, artistic creation and cultural research. In cooperation with universities and research institutions, industrial-related courses and professional training programs can be set up to cultivate innovative practical talents that meet market demands. Furthermore, targeted policy incentives and industrial guidance should be implemented to attract outstanding domestic and overseas creative talents to engage in the industry, injecting continuous innovative vitality into industrial development.

Building multi-dimensional talent exchange and cooperation platforms: To further stimulate industrial innovative vitality, it is essential to construct open talent exchange and collaborative innovation platforms. Such platforms can promote in-depth communication and resource docking among designers, artists, entrepreneurs and researchers, effectively improving the innovative thinking and practical capability of industrial talents. Meanwhile, it provides abundant cooperative opportunities for enterprises, facilitates the diversified and multi-dimensional development of cultural and creative industries, and optimizes the overall industrial innovation ecosystem.

6.5. Optimizing Policy Support and Legal Guarantee Mechanisms

Improving policy systems and financial support mechanisms: Government departments should further optimize the policy support system for cultural and creative industries, with focused financial and institutional support for small and medium-sized cultural and creative enterprises. The implementation of entrepreneurial loans, tax reduction and exemption policies can effectively reduce the operational costs of micro and small enterprises and encourage more creative teams and market entities to participate in industrial development. In addition, refined and categorized supportive policies should be formulated to provide customized institutional guarantees for different types of cultural and creative enterprises and project entities.

Strengthening intellectual property protection: Intellectual property constitutes the core intangible asset and competitive advantage of cultural and creative industries. To fully protect enterprises' innovative achievements and original designs, authorities should strengthen the law enforcement intensity of intellectual property protection, improve supporting legal and regulatory systems, and severely curb market infringement and piracy behaviors. Meanwhile, active guidance should be provided for enterprises to apply for patents, trademarks and copyrights, forming a full-process legal protection system for original creative designs and effectively safeguarding the legitimate rights and interests of innovative market entities.

Promoting the formulation of unified industrial standards: To standardize industrial operational norms and promote high-quality development, governments and industry associations should accelerate the formulation of unified industrial standards covering product design, production processing and market sales. Standardized industrial norms can effectively elevate the overall quality level of cultural and creative products, curb the prevalence of low-quality and homogeneous products in the market, standardize industrial market order, and comprehensively improve the core competitiveness of the cultural and creative industry system.

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