

# A Study on the Development Strategy of Zhaoqing's Cultural and Tourism Products under the Background of Cultural-Tourism Integration

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**Abstract:** This paper analyzes the current status and main issues of Zhaoqing's cultural and tourism products under the background of cultural-tourism integration. It proposes development strategies for Zhaoqing's cultural and tourism products, aiming to provide practical pathways for the development of regional cultural and tourism products, promote innovation and optimization, and foster the high-quality development of Zhaoqing's cultural and tourism products.

**Keywords:** Zhaoqing; cultural and tourism products; cultural-tourism integration

## 1. Introduction

### 1.1 Research Background and Significance

Zhaoqing is rich in cultural and tourism resources, and the integration of the cultural and tourism industries is an important driver for regional economic development. In recent years, Zhaoqing has proposed the implementation of tourism revitalization and the promotion of a "second revolution" in tourism. Through the in-depth exploration of resources such as mountains, waters, culture, intangible cultural heritage, and red tourism, the city aims to create a cultural and tourism city that reflects the spirit of the times and showcases Lingnan characteristics, by using culture to enhance tourism and tourism to highlight culture. Zhaoqing has successively introduced plans and support policies such as the "Zhaoqing City Regional Tourism Development Plan (2019-2025)," "Zhaoqing City Implementation Plan for Deepening Tourism Revitalization (2022-2026)," and the "Zhaoqing City Support Measures for Promoting Tourism Revitalization," which lay a solid foundation for the development of the city's cultural and tourism sector.

Cultural and tourism products, as a hot topic under the integration of culture and tourism, are a key component of the cultural and tourism industry. They serve as symbols and indicators of the development of local tourism and cultural industries and play a crucial role in the growth of the local tourism economy. With increasingly intense market competition and rapidly changing consumer demands, visitors have higher expectations for the quality, experience, and depth of cultural and tourism products. Therefore, the study of Zhaoqing's cultural and tourism product development is not only of theoretical significance but also of great practical value. It helps create more regionally distinctive cultural and tourism products under the background of cultural-tourism integration, establish the city's tourism image, promote regional economic development, and enhance the well-being of the people<sup>[1]</sup>.

### 1.2 Research Purpose and Objectives

This paper aims to explore how Zhaoqing can promote the innovation and optimization of local cultural and tourism products and create premium cultural and tourism products under the backdrop of cultural-tourism integration. The goal of this study is to provide a practical and feasible strategic framework for the innovative development of Zhaoqing's cultural and tourism products.

### 1.3 Research Methods

The research methods employed in this paper mainly include literature analysis, case study, and

data analysis. The aim is to collect and analyze existing related literature, including government policy documents, academic papers, reports, etc., to systematically review the policy background, development process, implemented measures, and cultural and tourism projects of Zhaoqing in promoting cultural-tourism integration and the development of the cultural and tourism industry. This will provide the necessary materials for analyzing the current status of Zhaoqing's cultural and tourism product development and for formulating corresponding strategic recommendations.

## **2. Current Status and Problem Analysis of Zhaoqing's Cultural and Tourism Products**

### **2.1 Main Categories of Zhaoqing's Cultural and Tourism Products**

Under the background of cultural-tourism integration, Zhaoqing's cultural and tourism products correspond to its major tourism resources and are divided into four main categories. The first category is natural landscape products, which include Star Lake, the Small Three Gorges of the Xi River, Deqing Panlong Gorge, Fengkai Daban Stone, Huaiji Yanyan, Guangning Bamboo Sea, Sihui Zhenshan, Dinghu Yanzhou, and others. Among them, derivative products under natural tourism resources, represented by natural landscapes such as Qixing Rock and Dinghu Mountain, are important symbols of Zhaoqing's tourism image. The second category is historical relics cultural and tourism products, which include derivative products from historical and cultural heritage such as the Song Dynasty City Wall, cliff inscriptions, the four major city gates, Mei An, Deqing Xuegong, Yuecheng Longmu Ancestral Temple, Zhaoqing Museum, and others. The third category is cultural experience products, including traditional operas with high cultural and viewing value, such as Fengkai Tea-Picking Opera and Gui'er Opera; traditional folk songs such as Sihui Folk Songs; traditional dances like the Qilin White Horse Dance, Spring Ox Dance, Rooster Dance, Dragon Fish Dance, and WumaXuncheng Dance; traditional crafts such as Duan Inkstone making, ancient papermaking, Jin Du Hua Mat weaving, Danjia Cake making, Zhaoqing GuoZheng making; traditional customs like the Yuecheng Longmu Birthday Temple Fair, Gaoyao Spring Society, Deqing Xuegong Confucius Ceremony, Zhenxian Birthday; traditional arts such as Guangning Jade Carving, Sihui Jade Carving, and other intangible cultural heritages, along with related cultural experience activities. The fourth category is red cultural tourism products, such as the immersive musical "Yuejiang Iron Army," which tells the revolutionary stories of the Ye Ting Independent Regiment stationed in Zhaoqing<sup>[2]</sup>.

### **2.2 Main Problems and Challenges**

Although Zhaoqing has achieved certain accomplishments in many areas regarding the development of its cultural and tourism products, it still faces numerous challenges and difficulties. First, there is a lack of innovation capability in the development of Zhaoqing's cultural and tourism products. This is mainly reflected in insufficient innovation in cultural products, a prominent phenomenon of product homogeneity, and a lack of deep integration between cultural products and tourism products. There are also deficiencies in the application of new technologies and the innovation of marketing strategies. These issues limit the attractiveness and competitiveness of cultural and tourism products.

Second, the development of Zhaoqing's cultural and tourism products is constrained by unreasonable tourism resource allocation. In the process of tourism resource development, there are issues such as low resource integration, an imbalance between project development and protection, and more. Some culturally unique activities and historical sites have not formed scale effects or brand effects, leading to limitations in the development of cultural and tourism products and in enhancing market competitiveness<sup>[3]</sup>.

Third, Zhaoqing faces insufficient promotional efforts for its cultural and tourism products. Although functional departments currently offer relevant policy support, there is still a lack of innovation and breakthroughs in publicity. The promotional content and methods remain relatively traditional, and new media platforms have not been effectively utilized. There is also a lack of deep cooperation with mainstream media, limiting the breadth, recognition, and appeal of Zhaoqing's cultural and tourism products in the market.

Fourth, Zhaoqing faces challenges in talent cultivation and recruitment in the development of cultural and tourism products. The demand for composite talents who understand both culture and tourism arises from the complex nature of cultural and tourism product development. However, there is a relative shortage of such talents in Zhaoqing. Furthermore, as the depth and breadth of industry

integration continue to expand, the requirements for talent are also increasing, posing higher demands for local talent cultivation and recruitment.

In conclusion, Zhaoqing needs to make further efforts in the areas of innovation capability, resource allocation, publicity and promotion, and talent cultivation and recruitment in the development of cultural and tourism products, in order to address the current main problems and challenges and promote the high-quality development of cultural and tourism products.

### **3. Development Strategies for Zhaoqing's Cultural and Tourism Products**

#### ***3.1 Product Development Strategies***

##### ***3.1.1 Develop New Cultural and Tourism Products by Combining Local Unique Resources***

Zhaoqing's rich cultural heritage and natural landscapes are its valuable unique resources and form an important foundation for developing new cultural tourism products. Under the background of cultural-tourism integration, developing cultural tourism products with local characteristics should focus on the uniqueness and locality of the products, which can help avoid homogenization with other regions. At the same time, market demand should serve as the basis for product development. Based on market research, it is essential to develop cultural tourism products that meet market demand and satisfy the diverse needs of tourists<sup>[4]</sup>.

First, fully utilize local intangible cultural heritage resources, such as traditional crafts, folk customs, and historical cultural events, to strengthen the development of experiential cultural tourism products. For example, workshops and experience zones can be set up, allowing tourists to participate in activities such as Duan Inkstone making, GuoZheng production, combining traditional and innovative crafts, and immersive experiences in drama and dance performances. These activities will give tourists a deep understanding of regional culture while promoting the development and popularization of traditional culture.

Second, combine Zhaoqing's historical culture to deeply develop boutique historical and cultural tourism routes. For instance, with professional guides and immersive experiences, tourists can explore ancient architecture and historical heritage routes, enhancing their cultural experience.

Additionally, it is equally important to develop cultural tourism products based on Zhaoqing's natural landscapes. For example, when developing tourism products centered around natural attractions like Qixing Rock and Dinghu Mountain, it is crucial to highlight regional characteristics and integrate ecological agricultural experiences. This way, while tourists enjoy the natural scenery, they can also immerse themselves in the local agricultural culture.

##### ***3.1.2 Use Modern Technology to Enhance the Interactivity and Innovation of Cultural and Tourism Products***

Under the context of cultural-tourism integration, Zhaoqing faces innovative opportunities brought by technological advancements. One of the key strategies is to drive the upgrade and optimization of cultural tourism products through these innovations.

First, modern technologies such as big data, cloud computing, the Internet of Things (IoT), and artificial intelligence (AI) can be fully utilized to construct a comprehensive tourism information platform. Starting with informatization, big data can be used to analyze tourists' behavior patterns and preferences, providing personalized tourism services and recommending cultural tourism products that better align with their interests and needs<sup>[5]</sup>.

Second, IoT technology can be applied to achieve real-time monitoring and management of tourism resources, further intelligent transformation of scenic area infrastructure, and enhancement of the consumer experience. For example, AR technology can be used to increase the interactivity and immersion of tours by integrating 3D displays, interactive Q&A, and other virtual information into actual landscapes.

Third, in combination with AI technology, advanced intelligent tour guides, virtual travel companions, and other services can be developed, providing tourists with a more precise, thoughtful, and convenient travel experience.

Furthermore, technologies such as virtual reality (VR), augmented reality (AR), and 3D printing can be employed to develop interactive experience projects. For example, historical scenes and cultural

stories of Zhaoqing can be recreated using VR technology, or local cultural elements can be integrated into real landscapes through 3D animations and virtual characters using AR. Additionally, 3D printing can be used to design various characteristic craft items for tourists to experience making, providing a new sensory experience that increases the appeal of related tourism products.

By effectively combining Zhaoqing's regional resources with modern technology and using innovative thinking and scientific strategies, the deep integration of technology and cultural tourism can not only provide tourists with a completely new travel experience but also promote the high-quality development of Zhaoqing's cultural tourism industry. This approach will create more local, technologically advanced, and experience-rich cultural tourism products, enrich the cultural tourism product system, promote cultural inheritance and regional brand building, enhance Zhaoqing's competitiveness in domestic and international tourism markets, and provide new growth points for the sustainable and healthy development of the regional economy.

### ***3.2 Market Promotion Strategies***

#### ***3.2.1 Use Digital Marketing to Enhance the Market Influence of Zhaoqing's Cultural and Tourism Products***

Relying on various digital technologies and platform resources of the digital age, and using digital marketing methods for comprehensive market promotion of cultural tourism products to reach a wider audience and more precise target users, is one of the key strategies to enhance the market influence of Zhaoqing's cultural and tourism products.

First, Zhaoqing should establish a comprehensive digital marketing platform that integrates digital marketing resources from different channels. This will cover everything from content creation to user interaction, ensuring precise and efficient market promotion.

Second, big data should be leveraged to deeply explore the interests and needs of potential consumers. By analyzing consumers' interactions and sharing on social media, precise market positioning and marketing strategies can be developed, focusing on widely popular types of cultural tourism products for targeted analysis and further promotion<sup>[6]</sup>.

Third, combining social media marketing with current trends and creating new hot topics, Zhaoqing can use official social media accounts to release content related to cultural tourism products, such as cultural event previews, timely promotion of folk activities, historical storytelling, etc. This will attract user attention, encourage sharing, and expand the promotional reach. Additionally, Zhaoqing can enhance the online visibility of cultural tourism products through targeted keyword advertising and search engine optimization (SEO), attracting more traffic.

Finally, Zhaoqing can improve the development of related mini-programs, offering one-stop tourism services, including travel guides, online booking, electronic maps, and custom routes. By using a user review mechanism, the effectiveness of these services can be regularly tracked and analyzed, allowing for timely adjustments to strategies, promoting word-of-mouth marketing among users, and improving the consumer experience.

#### ***3.2.2 Collaborate with Travel Platforms to Expand Promotional Channels for Cultural and Tourism Products***

Travel platforms typically have large user bases. By utilizing the user groups and information dissemination efficiency of these platforms, cultural tourism products can be widely promoted. Collaborating with platforms is an essential component of Zhaoqing's development strategy for cultural tourism products.

First, choose travel platforms with high traffic, active users, and good reputations as partners, and jointly develop specific cooperation plans. By setting up special sections on these platforms, advertising, or conducting joint marketing campaigns, user participation enthusiasm can be stimulated. This will create a word-of-mouth effect among users, ensuring the maximum promotional impact of the travel platform and generating organic momentum, thereby quickly increasing product exposure and attracting the attention of potential consumers.

Second, fully utilize the big data analysis capabilities of travel platforms. Through data support, the marketing strategy's efficiency and conversion rate for cultural tourism products can be improved.

### ***3.3 Brand Building Strategies***

#### ***3.3.1 Create a Distinctive Cultural and Tourism Brand Image for Zhaoqing***

The development of cultural tourism products requires the promotion of a cultural tourism brand. Establishing a cultural tourism brand image helps unify Zhaoqing's culture, showcasing it while enhancing the experience of cultural tourism products.

First, deeply explore and extract unique cultural elements to build Zhaoqing's cultural tourism brand image.

Second, integrate these unique cultural elements into the development of tourism products through design and planning, giving the products a cultural character. For example, cultural experience activities based on scenic spots such as Seven Star Rock or Dinghu Mountain can be developed to enhance the cultural attributes of the products.

Next, use traditional media and new media to promote the brand, tell the brand story, and convey the brand image, thereby driving the development of cultural tourism products and increasing the brand's visibility and appeal.

Additionally, in the process of establishing Zhaoqing's cultural tourism brand image, attention should also be paid to the brand's sustainable development. This can be achieved through integration with other industries for mutual complementarity and added value, and by building a comprehensive brand management system to ensure consistency and long-term competitiveness of the brand image. This will enhance the value of the cultural tourism brand, enabling its products to stand out in the competitive market.

#### ***3.3.2 Enhance the Brand's Recognition and Influence***

Promoting brand recognition and influence through event marketing is a key method.

First, fully leverage Zhaoqing's cultural and natural resources, such as the Duan Inkstone Culture Festival, dragon boat races, and lion dance performances, by planning theme activities that match these features.

Second, innovate in event marketing, such as organizing an "Exploring Zhaoqing's Intangible Cultural Heritage" experience activity, allowing visitors to gain insight into Zhaoqing's history and intangible cultural heritage through hands-on experiences. Additionally, tourism activities like cooking competitions and food festivals can be organized around Zhaoqing's cuisine. These activities showcase Zhaoqing's local culture while enhancing the visitors' experience, thereby increasing awareness of the cultural tourism brand in Zhaoqing.

Finally, event marketing can utilize new media tools such as social media and short video platforms for promotion and live streaming, expanding the event's influence and reach, increasing interaction with potential visitors, and enhancing participation and buzz. After the event, the effectiveness can be assessed using data support from social platforms like Weibo and Douyin, providing assurance for future marketing and brand development<sup>[7]</sup>.

### ***3.4 Cooperative Development Strategy***

Collaborating with other cities or institutions to jointly develop cultural tourism products can not only promote resource sharing and complementarity between regions but also enhance the market competitiveness of cultural tourism products and improve the city's cultural tourism brand image.

Specifically, cooperation with neighboring cities, such as Guangzhou and Zhuhai, can help integrate cultural tourism resources. This collaboration can include joint market development, sharing market information, hosting cultural tourism events together, and effectively utilizing intercity trains and other tools. By creating cross-city cultural tourism routes, resource sharing and tourist flow between cities can be achieved, further increasing the variety, content, form, and appeal of cultural tourism products.

## **Conclusion**

Through an in-depth analysis of the current situation of cultural tourism products in Zhaoqing, and the exploration of development strategies, this research provides theoretical support and practical guidance for the high-quality development of related industries. It not only contributes to the

innovation and development of cultural tourism products but also offers consumers a more diverse and immersive cultural tourism experience. By optimizing cultural tourism products, it can effectively promote regional economic growth and play a positive role in cultural heritage.

At the same time, in the process of conducting related research, certain limitations are inevitably encountered, including limitations in research methods, research perspectives, and other factors that may influence the results. These limitations may lead to certain biases when discussing the development strategies of Zhaoqing's cultural tourism products under the background of cultural and tourism integration, making the research findings not comprehensive and in-depth. Therefore, in future research, continuous follow-up will be carried out, research methods will be improved, and perspectives will be expanded, with the aim of obtaining more accurate and comprehensive research results.

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