

Research on the Mode of Artistic Creativity Driving the Upgrading of Cultural Heritage Tourism Industry

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Abstract: With the increasing awareness of cultural heritage protection and the continuous development of the tourism industry, how to drive the upgrading of cultural heritage tourism through innovation has become an important issue today. Artistic creativity, as a key driving force for the development of cultural and tourism industries, has unique advantages and potential. This article mainly explores how artistic creativity drives the upgrading of cultural heritage tourism industry, focusing on analyzing the connotation and characteristics of artistic creativity, the current situation and challenges of cultural heritage tourism, the application trend of artistic creativity in cultural heritage tourism, and the support of relevant policy environment for industry development. Research has found that artistic creativity can promote the diversified development of cultural heritage tourism by enhancing the innovation, interactivity, and immersion of tourism products and services. Specifically, artistic creativity drives innovation in cultural and creative products, enhances tourism experiences, achieves digital transformation of cultural heritage, and promotes local brand building. Meanwhile, the policy environment has played an important role in promoting the integration of artistic creativity and cultural heritage tourism. This article argues that the integration of artistic creativity and cultural heritage tourism can not only enhance the market competitiveness of tourist destinations, but also achieve effective dissemination and sustainable utilization of cultural heritage. Finally, this article proposes a path and strategy for upgrading the cultural heritage tourism industry under the promotion of artistic creativity, providing feasible suggestions for relevant policy makers and the industry.

1. Introduction

With the acceleration of globalization and informatization, the tourism industry, as one of the important economic industries in the world, presents a diversified and personalized development trend. At the same time, cultural heritage, as an important carrier of the history and traditions of various countries, has gradually become a core resource that attracts tourists. However, the traditional cultural heritage tourism model, especially the serious problems of excessive commercialization and homogenization, has led to a decrease in tourist participation and the destruction of cultural heritage. Therefore, how to drive the upgrading of cultural heritage tourism industry through innovation has become an important issue in the current development of cultural tourism. As one of the key driving forces for the development of cultural industries, artistic creativity has unique value and potential. This article will explore the application of artistic creativity in the cultural heritage tourism industry and analyze how it promotes the upgrading of the industry.

2. The Integration Trend and Development Status of Art Creativity and Cultural Heritage Tourism

2.1. Connotation and Characteristics of Artistic Creativity

Artistic creativity refers to the process in which artists recreate traditional culture, historical heritage, and social reality through unique perspectives, innovative expressions, and imaginative

means, with the aim of enhancing the expressive and communicative power of artworks. Artistic creativity not only involves traditional art fields such as visual arts, literary arts, and stage arts, but also includes emerging creative fields such as design and digital arts. In cultural heritage tourism, artistic creativity has the following main characteristics, as shown in Figure 1.

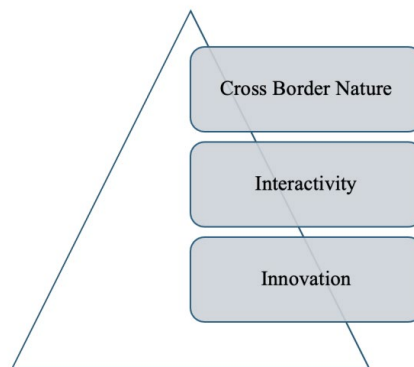


Figure 1: Connotation and characteristics of artistic creativity.

2.1.1. Cross Border Nature

The cross-border nature of artistic creativity reflects its ability to break through the limitations of traditional art forms, integrating elements from different fields, and creating new forms of artistic expression. In cultural heritage tourism, artistic creativity often promotes the recreation and re-expression of cultural heritage through diverse means, such as combining traditional culture with modern art and traditional craftsmanship with modern technology. For example, some cultural heritage scenic spots collaborate with modern artists to combine traditional cultural symbols, folk art, and modern design, creating art works that are both traditional and aesthetically pleasing. This cross-border creativity not only enhances the visual appeal of cultural heritage, but also better adapts it to the needs of modern society, providing tourists with novel and unique experiences ^[1].

2.1.2. Interactivity

The interactivity of artistic creativity provides tourists with more sense of participation and immersive experience, making cultural heritage tourism no longer a one-way viewing, but a two-way interactive process. Tourists are not only spectators of cultural heritage, but also participants and creators within it. For example, tourists can interact with traditional crafts by personally participating in the production process, participating in interactive art exhibitions, or interacting with artworks through touch, operation, and other methods in digital displays. This interactivity enhances the connection between tourists and cultural heritage, and enhances tourists' sense of participation and cultural identity. Through interactive experiences of artistic creativity, cultural heritage becomes more vivid and vibrant, allowing visitors to deeply understand and experience the connotations of culture on a sensory and emotional level.

2.1.3. Innovation

The innovation of artistic creativity enables cultural heritage to be presented in a completely new form, endowing it with new vitality and meeting the increasingly diverse needs of modern tourists. Traditional cultural heritage is often mainly displayed statically, while artistic creativity, through reinterpretation and innovative interpretation, enables cultural heritage to be presented to the audience in a more flexible and expressive form ^[2]. For example, through innovative means such as digital art and immersive experiences, traditional historical sites and cultural symbols are revitalized, and tourists can experience a deep integration with historical scenes. This innovation not only enhances the cultural experience of tourists, but also allows cultural heritage to shine with new vitality in modern society, meeting the needs of modern people for personalization, interactivity, and deep cultural experience.

2.2. Current Status and Challenges of Cultural Heritage Tourism

Cultural heritage tourism is a form of tourism that utilizes historical heritage, traditional culture, natural landscapes, and other resources to attract tourists to visit, learn, and experience. With the increasing awareness of cultural heritage protection, cultural heritage tourism has become an important component of the global tourism market. However, cultural heritage tourism still faces some challenges, mainly including, as shown in Figure 2.

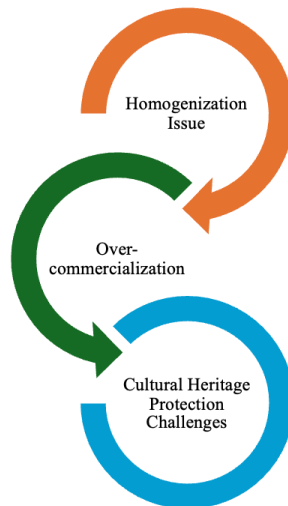


Figure 2: Current status and challenges of cultural heritage tourism.

2.2.1. Homogenization Issue

The homogenization problem of cultural heritage tourist attractions is usually manifested in the development of many attractions relying too much on traditional sightseeing tourism models, lacking innovative elements and unique appeal. This development approach often only focuses on basic display functions, lacking in-depth exploration and satisfaction of tourist needs. Due to the fact that most tourist attractions offer similar sightseeing programs and cultural experiences, the experiences of tourists between multiple destinations become similar, greatly reducing their sense of participation and uniqueness. For example, some cultural heritage scenic spots still rely mainly on single tour explanations, lacking interactivity and immersion. With the intensification of homogenization, tourists gradually lose their freshness and interest, and the attractiveness of cultural heritage tourism gradually decreases, which cannot effectively stimulate tourists' sustained participation and cultural identity, ultimately affecting the sustainable development of the industry [3].

2.2.2. Over-commercialization

In order to pursue economic benefits, excessive development and commercialization of some cultural heritage tourism destinations have led to the destruction of cultural heritage and the dissolution of historical atmosphere. In order to attract more tourists, some places excessively build commercial facilities such as shopping centers, hotels, dining and entertainment areas, which often clash with the historical value and cultural atmosphere of the site, damaging the original cultural environment. At the same time, the excessive expansion of commercialization has weakened the essential significance of cultural heritage, and tourists' cultural experiences have become restless and superficial. For example, some traditional cultural activities have been simplified or transformed into entertainment and commercialized forms, losing their original cultural depth and historical background. Although commercialization brings economic benefits, this short-sighted development approach often affects the long-term preservation of cultural heritage and the deep cultural experience of tourists.

2.2.3. Cultural Heritage Protection Challenges

Many cultural heritage sites are facing dual pressures of modernization and tourism development, making the protection and rational utilization of cultural heritage a complex challenge. With the rapid development of the tourism industry, cultural heritage often becomes the main resource for attracting tourists, and overdevelopment may cause damage to the heritage itself. How to reasonably develop and utilize resources while ensuring the authenticity and integrity of cultural heritage, and achieve a balance between protection and utilization, is an important issue facing cultural heritage tourism at present. For example, the construction of infrastructure and reception facilities in some cultural heritage scenic spots may cause irreversible damage to the site, while frequent visits and high-density activities by tourists may also exacerbate the wear and tear of the heritage. Therefore, how to find effective management and protection mechanisms, implement sustainable development models, has become an urgent problem to be solved in the cultural heritage tourism industry.

2.3. The Application Trend of Artistic Creativity in Cultural Heritage Tourism

In recent years, the application of artistic creativity in cultural heritage tourism has gradually become a key driving force for industrial upgrading. Specifically, the application trend of artistic creativity in the cultural heritage tourism industry is mainly reflected in the following aspects:

2.3.1. Integration of Cultural Heritage and Creative Industries

Art and creativity are driving the deep integration of cultural heritage and creative industries. This integration is not only reflected in the level of artistic creation, but also includes fields such as creative design, cultural and creative products, and digital art. More and more tourist destinations are paying attention to combining traditional culture with modern design through creative means, creating tourism products with artistic, unique, and market value.

2.3.2. Enhancement of Immersive Experience

Tourists' demand for cultural heritage tourism is no longer limited to simple sightseeing, but more focused on immersive cultural experiences. Through artistic creativity, cultural heritage scenic spots can not only showcase physical objects, but also allow visitors to better immerse themselves and deeply understand and experience historical culture through art performances, interactive activities, virtual reality (VR), and other means ^[4].

2.3.3. Application of Digital Art

With the rapid development of digital technology, digital art has become an important direction for upgrading the cultural heritage tourism industry. Digital means enable traditional cultural heritage to be presented in a richer and more interactive way, and the combination of artistic creativity and technology has opened up new channels for the dissemination of cultural heritage. For example, through virtual reality (VR) technology, tourists can visit historical sites and even experience historical scenes in the digital world, enhancing their immersion in cultural heritage.

2.3.4. Innovation in Local Brand Building

The application of artistic creativity in cultural heritage tourism is not only reflected in specific products and experiences, but also in its potential to promote the construction of local cultural brands. Empowering local culture through creativity, combining traditional culture with artistic creativity, can shape unique local brands and enhance the competitiveness of destinations. For example, local artists can create art works based on the local historical and cultural background, which not only convey the core values of local culture, but also become important elements to attract tourists.

2.4. Policy Environment for Upgrading Cultural Heritage Tourism Industry Driven by Artistic Creativity

In order to promote the integrated development of artistic creativity and cultural heritage tourism, relevant policy support is indispensable. In recent years, more and more countries and regions have begun to pay attention to the integration of cultural heritage and creative industries, and have

introduced a series of policies and regulations to promote the development of this field. The main policy support includes, as shown in Figure 3.



Figure 3: Policy environment for upgrading cultural heritage tourism industry driven by artistic creativity.

2.4.1. Cultural Heritage Protection Policies

Governments of various countries ensure effective protection of cultural heritage in the process of cultural heritage tourism development by formulating and implementing cultural heritage protection policies. These policies include regulations for the protection of historical sites, support for cultural heritage restoration funds, and protection of intangible cultural heritage ^[5].

2.4.2. Support Policies for Creative Industries

Many countries and regions regard the creative industry as a strategic emerging industry, and encourage its development through financial subsidies, tax incentives, and other means. The relevant government also provides innovation and entrepreneurship support for industries that combine artistic creativity and cultural heritage, promoting a positive interaction between cultural creativity and the tourism industry.

2.4.3. Innovative policies for the tourism industry

As cultural heritage tourism gradually becomes an important part of the tourism market, the government has begun to introduce a series of policies to encourage tourism innovation. These policies not only target the development of traditional tourist attractions, but also encourage the empowerment of tourism products through creative and artistic means to enhance the cultural value and market appeal of tourism.

3. The Application of Artistic Creativity in Cultural Heritage Tourism

The application of artistic creativity in cultural heritage tourism is not limited to external artistic decoration and expression forms, but more importantly, it can be combined with the core values and connotations of cultural heritage to form a deep cultural experience.

3.1. Enhancing the Tourism Attraction of Cultural Heritage through Artistic Creativity

Through artistic creativity, traditional cultural heritage can be reconstructed in multiple dimensions such as visual, auditory, and interactive. For example, combining traditional cultural symbols and patterns with modern design concepts to create creative cultural and creative products can not only inherit historical culture but also attract the attention of young people. In addition, through the presentation of historical stories, local legends, and other content in the form of art, tourists can understand and appreciate the deep meaning of cultural heritage through participation ^[6].

3.2. Promoting Tourism Product Innovation through Artistic Creativity

Artistic creativity can inject fresh blood into cultural heritage tourism, promoting product diversity and innovation. For example, by combining local traditional arts and launching unique tourism projects such as traditional handicraft experiences, local opera performances, historical reenactments, etc. These interactive and creative tourism products can enhance tourists' sense of participation and

satisfaction, and increase the attractiveness of tourist destinations.

3.3. Digital Transformation of Cultural Heritage Driven by Artistic Creativity

With the advancement of digital technology, artistic creativity can be combined with technological means to promote the digital display and dissemination of cultural heritage. For example, through technologies such as virtual reality (VR) and augmented reality (AR), the original appearance of historical scenes and cultural heritage can be reproduced, providing visitors with an immersive experience. The application of artistic creativity in digital art exhibitions can not only enhance tourists' visual and auditory experiences, but also achieve the cross temporal and spatial dissemination of cultural heritage.

4. Analysis of the Model of Art Creativity Driving the Upgrading of Cultural Heritage Tourism Industry

4.1. Artistic Creativity+Cultural and Creative Products

The first mode of upgrading the cultural heritage tourism industry driven by artistic creativity is to promote the commercialization and marketization of cultural heritage through the innovation of cultural and creative products. Cultural and creative products not only showcase local characteristics, but also allow tourists to bring cultural heritage home and continue their tourism experience. Through artistic design and creative production, traditional crafts, folk culture and other elements are transformed into modern aesthetic and functional products, meeting the personalized needs of modern consumers and driving the economic growth of the tourism industry ^[7].

4.2. Artistic Creativity+Tourism Experience

The second mode is to enhance the tourism experience through artistic creativity, allowing tourists to participate in cultural heritage while visiting, and gain a deeper cultural experience. Traditional sightseeing tourism focuses on observation, and tourists often only stay on the surface. By incorporating artistic creativity, visitors can become not only observers of cultural heritage, but also participants and creators of cultural experiences through various means such as art exhibitions, performances, and interactive experiences. For example, tourists can participate in traditional crafts or perceive the history and heritage of cultural heritage in the process of artistic creation^[8].

4.3. Artistic Creativity+Digital Transformation

The third mode is to promote the digital transformation of cultural heritage through the combination of digital technology and artistic creativity. This not only helps to protect cultural heritage, but also enhances tourists' experience ^[9]. For example, through augmented reality (AR) and virtual reality (VR) technologies, tourists can experience the restoration of historical scenes in person, or reproduce the original appearance of ruins through digital means. In addition, digital technology can also help achieve cross regional dissemination of cultural heritage and expand its influence.

4.4. Artistic Creativity+Local Brand Building

The fourth mode is to assist the construction of local cultural brands through artistic creativity. Cultural heritage is not only a witness to the history of a place, but also a representative of local culture. Enhancing the connotation and expression of local culture through artistic creativity can help shape unique local brands, strengthen cultural identity and sense of belonging ^[10]. For example, some places combine traditional folk art, local characteristics, and modern elements through innovative art forms to create tourism products and cultural symbols with local characteristics, attracting more tourists to come.

5. Conclusion

As an important driving force for the development of cultural industries, artistic creativity can bring new vitality and energy to the cultural heritage tourism industry. Through the intervention of

artistic creativity, cultural heritage tourism can not only achieve innovation in products and experiences, but also promote the construction of local cultural brands. Despite facing certain challenges, as long as we receive support in terms of policies, funding, and talent, the upgrading of the cultural heritage tourism industry driven by artistic creativity will surely usher in a brighter future.

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