

# **The Integration of Creative Tourism and Theme Tourism: on the Basis of Motivation and Realization Path**

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**Abstract:** At Present, the Rapid Development of Creative Tourism Has Promoted the Transformation and Upgrading of Tourism and Achieved Good Results. Therefore, This Paper First Analyzes the Connotation of Creative Tourism and Theme Tourism, and Further Analyzes the Motivation of the Integration of the Two, Pointing out That Only under the Specific Theme Tourism, Creative Tourism and Theme Tourism Can Be Integrated and Developed. In This Context, This Paper Proposes to Rely on Cultural Tourism to Stimulate the Innovation of Tourists; to Create a Cultural Leisure Base, Reshape the Theme of Tourism; to Open a Theme Tourism Factory, Create a New Way of Integration, and Achieve Integrated Development.

## **1. Introduction**

### **1.1 Literature Review**

At present, the integration of creative tourism and theme tourism has become a research hot spot. Moreover, with the rapid development of tourism, the motivation for the integration of the two is becoming more and more obvious, that is, the tourism industry needs to innovate and change (Song, 2018). At the same time, Ding Yulian and others pointed out that the development of industrial integration has provided strong support for the development of creative tourism and theme tourism. In the context of global industry integration, tourism integration and development have shown a positive state. Among them, Shenzhen Huaqiang Group Tourism Theme Park is a good example of the integration of creative tourism and theme tourism (Ding and Zhao, 2013). Based on the theory of industrial integration, Lu Xun analyzes the main motives of the integration and development of tourism industry and cultural creative industry. The results show that social and government support, as well as industrial support and industry development, have become the integration of tourism and cultural creative industries. The main motivation (Lu and Zhang, 2015). Zhang Yurong pointed out that culture and tourism, as an important part of the tertiary industry, play an important role in driving the development of related industries. Therefore, the emergence of technological advancement and the relaxation of the government system, as well as the transformation of the tourism industry, has become the main driving force for the integration of industrial integration and creative tourism (Zhang et al., 2014).

### **1.2 Purpose of Research**

At present, with the rapid development of the economy, the tourism industry meets the individual needs of tourists in order to attract more tourists. Therefore, there is an urgent need for transformation and change. At the same time, with the rapid rise of the cultural entrepreneurship industry, it has become the main direction of tourism transformation. After years of development, the cultural entrepreneurial tourism industry plays an important role in promoting the development of tourism resources and meeting the psychological needs of tourists. In addition, when the tourism industry meets the psychological needs of tourists, it is also constantly seeking changes in the industry, integrating tourism resources, and gradually developing the theme tourism model. Therefore, with the passage of time, the integration of creative tourism and theme tourism has become the main trend of tourism development. Therefore, in the context of the new era, it is of great practical significance to study the motivations and ways of achieving the integration and

development of the two.

## **2. Overview of Creative Tourism Theory**

### **2.1 Connotation**

Creativity and creativity are synonymous words in English. At the same time, from the perspective of Chinese, creativity and the meaning of activities also have the meaning of philosophy. Therefore, on the one hand, creativity mainly refers to innovative creative activities, on the other hand, it also has the meaning of creating innovative ideas. Furthermore, it can be seen that the changes and innovations brought by creative tourism to the tourism industry have aroused the continuous attention of the tourism industry. In 2000, New Zealand scholars first defined creative tourism, pointing out that tourists are actively involved in the tourism process, and combined with their experience in tourism, to provide other visitors with opportunities to develop their ideas (Li and Liu, 2015). In addition, UNESCO also pointed out that creative tourism can directly provide visitors with participatory experience activities, and then better learn the art and traditional culture of tourism destinations (Song, et al., 2015). At the same time, domestic scholars also carried out research on creative tourism, pointing out that creative tourism is to use the thinking and development model in the industry, continuously integrate and utilize resources, conduct in-depth research on tourism products to create a tourism industry chain, and adapt to the development of tourism industry in the current era. trend. In addition, some scholars have pointed out that creative tourism mainly refers to a brand-new tourism product that is continuously communicated between tourists and destinations through creativity (Zhou, et al., 2016). The biggest characteristic of creative tourism is that it is creative and it can be said that creativity is an important factor influencing the development of tourism. Among them, the main performance of creativity in tourism is the improvement of the self-value of tourists, or the role of culture, interaction and experience in tourism.

### **2.2 Main Feature**

Creative tourism emphasizes culture and creativity, and has the characteristics of production and consumption at the same time. Therefore, creative tourism has the following three core elements, namely, interactive elements, promotion of personal development, and innovation. The main selling point of creative tourism is culture. Using creativity as a means, using modern technology to integrate tourism and creativity, the tourism gradually has the characteristics of project experience, diversification, and product creation. At the same time, the name of creative tourism can be known that creative tourism is a concrete manifestation of the integration of creative industries and tourism industry, so it has strong cross-border integration. It is because of this characteristic that creative tourism has a large economic effect and has a great promotion effect on the formation of the tourism industry chain.

## **3. Theme Travel**

With the continuous advancement of the construction of theme parks at home and abroad, research on theme parks has gradually increased, and this concept has been expanded to further expand into thematic scenic spots, theme tours, and research projects such as theme blocks. The English words of the theme also have the core idea, which means that the theme tourism has the meaning of core tourism to a certain extent (Ke et al., 2011). At the same time, from the perspective of tourism reception, an in-depth study of the theme tourism can be found that the theme tourism mainly focuses on a series of tourism development and content design work around the tourism theme reception area, and finally presents to the tourists with the theme of the tourism project. The theme tourism mainly emphasizes the organic integration of resources that are related to the theme, and finally presents to the tourists a project cluster capable of traveling theme ideas. In this process, emphasis is placed on the accumulation of tourism resources in a limited space.

Themed tours can also be displayed in the form of themed landscapes, as well as in the form of

themed events. Among them, Disney's parade is a concrete manifestation of the theme tourism. Studying theme tourism from the perspective of tourists is a tourism activity around a certain theme. In recent years, the characteristics of people's diversification have gradually become prominent, and the theme tourism has also undergone major changes, and folk tourism and red tourism have emerged. It can be seen from the above that the theme tourism mainly focuses on a certain theme, presents a series of tourism elements, and attracts tourists to actively participate in the process of viewing and utilizing tourism resources.

## **4. Research on the Integration of Creativity and Theme Tourism**

### **4.1 Motivation Analysis**

From the point of view of creativity and theme tourism, the possibility of integration between the two is small. Among them, creative tourism mainly advocates tourists as the leading and liberalized tourism activities. In this process, the definition of medium and high-level tourism products is mainly defined according to the subjective inspiration of tourists, showing greater uncertainty and subjectivity, and the content is still irreproducible. In short, creative tourism pays more attention to the subjective feelings of tourists. The theme tourism initiative is in the tourism reception side, with the theme of tourism grounding and central defense, planning and designing tourism resources, with strong reusability. From the perspective of tourism receptionists, creative tourism and theme tourism have certain incompatibility in terms of reusability and regulation management.

However, combined with real-life tourism activities, it can be found that whether it is a primary form of tourism creative activity display or a spatial display of intermediate form, in fact, in the actual process, the creativity and design of the theme activity cannot be separated. The motivation for the development of integration with the theme tourism. From the perspective of tourist receptionists, creative tourism pays attention to the experience of tourists, and also integrates the ideas of tourism destinations to guide tourists to participate in the development and participation of tourism creative activities. At the same time, in the process of tourists' participation, it is necessary to set a professional theme for tourism grounding to stimulate the enthusiasm of tourists. Therefore, it can be seen that creative tourism also needs to set the subject in advance, but the theme range has a wide range of characteristics compared to the theme tourism. Among them, the form of integration of entrepreneurship and theme tourism has taken shape in China. For example, the Shanghai World Expo chain and festival theme are based on the theme of "show". It can be seen that more creative tourism is based on specific cultural themes, and it can be said that creative tourism is one of the specific expressions of the theme tourism. Conversely, the main tourism also needs creative tourism to provide innovative thinking and attract more tourists to visit. Therefore, creative tourism and theme tourism not only have the motivation of integration and development, but also have the mutual promotion and mutual promotion.

### **4.2 Fusion Approach**

Relying on cultural tourism, inspire tourists to be innovative. Creative tourism based on cultural accumulation is an upgrade and innovation of cultural tourism. Looking at the development history of foreign creative tourism, whether it is rural or ethnic areas, the development of creative tourism is based on a certain cultural foundation. Among them, New Zealand's creative tourism is based on bone carving and wood carving, as well as cooking and other projects. Canada has developed the "beauty of the wilderness" on the basis of sculpture, sculpture, and painting, and inspires visitors' creativity. At the same time, the Shanghai area proposed the "Show the theme chain" creative activity, which was based on the cultural accumulation of the Shanghai Festival Chain and the theme chain. It can be seen that in order to realize the integration and development of creative tourism and theme tourism, we should promote culture, upgrade theme tourism, stimulate tourists' innovation, and then promote the development of creative tourism and theme tourism.

Create a cultural and leisure base and reshape the theme of tourism. China's cultural heritage is relatively deep, with different types of custom culture, which plays an important role in the

development of creative tourism and theme tourism. Therefore, in order to promote the integration of the two, relevant departments can rely on different types of cultural resources, and dig deeper to develop tourism products with experience characteristics. In the process, you can learn Quanzhou Liujing Kongyinyu Culture and Creative Park, upgrade the “three old renovations” of Quanzhou Power Plant, and build it into a cultural and leisure base to realize the integration of creative tourism and theme tourism, and promote the development of local tourism.

Open a theme sightseeing factory to create a new way of integration. The sightseeing factory first started in the United States. After being introduced to China, it gradually merged with the holidays and became a new development path for the tourism industry. Therefore, in order to promote the integration and development of creative tourism and theme tourism, we can achieve the integration of the two by opening a theme sightseeing factory. For example, the Seven Wolf Chinese Museum has achieved a good integration of creative tourism and theme tourism. Through the establishment of a sightseeing factory, the evolution of the Chinese garment industry was presented to the public, which showed the charm of the development of the Chinese garment industry.

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