

The Existing Problems and Solutions of Cultural Product Innovation and the Development of Urban Brand Characteristics

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Abstract. In order to promote the core socialist values, enhance national confidence, and enhance cultural pride, the state vigorously advocates the development of the cultural industry and promotes the development and design of cultural and creative products. Cultural and creative products themselves have multiple functions such as urban cultural dissemination, urban brand building, urban image establishment, and urban economic development, achieving better utilization of cultural and creative product functions and driving urban economic development. This article mainly selects the design case of tourism cultural and creative products in Shenyang to analyze the current problems, such as scattered urban image, lack of visual symbols in brand image, and slow digital development. Corresponding solutions are proposed, hoping to provide reference for the innovation of cultural and creative products in Liaoning and the development of Shenyang's urban brand image.

Keywords: Cultural Products; City Brand; Characteristic Development Innovation.

1. Introduction

The notice issued by the Ministry of Culture on the development plan of the cultural industry during the 13th Five Year Plan period points out that promoting the development of cultural and creative products, systematically sorting out traditional cultural resources, and expanding the supply of medium and high-end culture; Encourage deep cooperation between cultural heritage units and social forces to create and produce excellent cultural and creative products that inherit excellent traditional culture and meet modern consumption needs; Utilize modern technological means to strengthen the creation and supply of digital cultural and creative content[1]. Since the 18th National Congress of the Communist Party of China, multiple policies have been introduced nationwide to promote the development of the cultural and creative industry. Developing tourism cultural and creative products has become one of the important means to shape urban brands, promote regional culture, and promote industrial transformation. Cultural product innovation, as an important element in urban brand building, plays an important role in urban brand marketing that cannot be underestimated.

In the past five years, the cultural and tourism industries in Shenyang have entered a rapid development track, and significant achievements have been made in various fields. A relatively complete cultural industry system has been initially established, but there are still some important problems to be solved in terms of cultural product innovation and urban brand characteristic development.

Under the background of creative industry, the deep integration of creative products and cultural and creative tourism products is a more refined and personalized level, but also an in-depth exploration of the two in the integration of the relatively micro development level. This micro level exploration also contributes to the specific practice research, to ensure that the products and the main key link of the tourism industry of fine docking, so we need from the basic ideas of industry and industry development, constantly to this fusion design, arrangement and applied to the specific industry development practice.

2. Existing Problems

2.1. The Urban Image is Relatively Fragmented, and the Supply of Cultural Products is Insufficient

As the capital of Liaoning Province, the urban image of Shenyang is not prominent in domestic and international broadcasting, with scattered and unfocused images. The people's understanding of Shenyang's urban image is relatively vague, and the fundamental reason for this phenomenon is that the urban brand characteristics are not clear enough[2].

As a gathering place of Manchu, Mongolian, Han and other ethnic groups in northern China, Liaoning region continuously integrates Liaoning culture with northern folk customs, possessing intangible cultural heritage and world cultural heritage with local characteristics and diverse types, reflecting the creativity, cultural value, and aesthetic taste of Liaoning people. Although the cultural and creative industry in our province has developed rapidly, the scale and category of cultural and creative products are relatively limited, and the integration and effective reflection of cultural connotations and regional characteristics of urban brands in styling design and packaging forms are relatively few [3]. There has not yet been a widely influential and distinctive cultural and creative product design brand in local cities, among which the supply gap of high-end cultural products is still large.

2.2. Weak Visual Symbols and Inadequate Dissemination of Urban Brands

In recent years, the entry of cultural and creative products in our province into the market has shown a continuous upward trend. Cultural and creative products such as Liaoning Museum and Shenyang Palace Museum have greatly improved in design and display effects compared to before. However, cultural and creative design is mainly carried out by small enterprises, with limited funds and insufficient research and development motivation. Many cultural and creative products do not fully consider the functionality and combination of form in their design, but excessively pursue formal beauty and do not integrate well with practical life, which affects the practicality of cultural and creative products. There are few well-known new projects and products of characteristic cultural tourism, lacking a unified visual symbol of urban brand and distinctive cultural products with strong brand power. The creation and dissemination of cultural and creative brands are also insufficient, and the marketing scale of characteristic cultural tourism projects is not large. There is a lack of visual symbols for super cities that can bear regional characteristics, which also affects the dissemination effect of urban brands.

2.3. Slow Development of Digital Culture Industry

Traditional cultural and creative products are mostly displayed on display cabinets or booths for sale, waiting for consumers to make purchasing decisions after viewing. Cultural and creative products do not form a good interactive experience with consumers [4]. Cultural and creative products focus on the design form of intangible, service, and experiential products with culture as their content. Cultural and creative products should seize digital opportunities and rely on technological support such as 5G and big data to innovate the design creativity and sales of cultural and creative products through VR experience, artificial intelligence, etc., to meet the new needs of people's lives and culture. There is currently a significant room for improvement in this field in Shenyang, which requires relevant government functional departments and practitioners in major industries to effectively explore and sort out existing resources and experience accumulation based on existing realities.

Starting from the existing concepts and thinking of digitization, programming, and even the latest metaverse, it is also an urgent task to find suitable cultural innovation and urban characteristic brand construction and development in Shenyang, and it is also a thinking and practice that keeps pace with the times.

3. Solution

3.1. Establish a Clear Urban Image Positioning and Expand the Supply of Medium to High-End Culture

Lian Yuming, President of the Beijing International Urban Development Research Institute, once said, "The best city is a city that can grasp the critical period of growth, and the best image is a unique and personalized city." It is necessary to clarify the positioning of the city's image, shape a good city image, and contribute to the development of the city. For example, based on the local characteristics of Shenyang, we can position a distinctive urban image and label the city with a distinct "label". It is worth learning from one of Chengdu's business cards, the "Hometown of Pandas". Chengdu has keenly grasped this point and vigorously planned, promoted and successfully created the image of Chengdu as the "Hometown of Pandas" [5]. The current overall urban image of Shenyang still needs to be elevated to a new positioning level and level, which is particularly important.

By combining design language with regional culture, combining art with regional cultural characteristics, and protecting, inheriting, and innovating urban regional characteristics, a city brand image with local characteristics and personalized spirit of the times is formed. Moderately establish a feedback mechanism for the cultural needs of the masses, in order to provide more targeted and effective types of cultural products and services; Enable more individuals and groups to have sufficient payment capacity and effective demand for high-end and high-quality cultural products.

In fact, Shenyang currently does not lack specific cultural and creative products among typical cultural products. However, in terms of deep demand for cultural and creative products, such as cultural consumption, there is still a certain potential market. Tourists and consumers from both inside and outside the province, as well as domestic and foreign tourists and consumers, still need to obtain certain satisfaction and expectations at the mid to high end level to travel and purchase goods in Shenyang. Cultural and creative products named after Shenyang Gifts and Shenyang Gifts should have a relatively broad market demand and market transformation.

3.2. Deepen the Development of Cooperation between Government, Industry, Academia, and Research, Establish a Design Sharing Platform, and Leverage Cultural Product Innovation to Support the Development of Urban Brands

By holding cultural and creative competitions, social forces are absorbed into the development of the cultural and creative industry, enhancing incubation functions, aggregation effects, media dissemination, and brand influence. Set up themed competition areas, such as Shenyang Industrial Culture Competition Area, Red Culture Competition Area, Museum Culture Competition Area, Liaojin Culture Competition Area, etc. At the same time, use new technologies such as new materials, short videos, artificial intelligence, big data, ultra high definition, and esports games to achieve the combination of technology and cultural creativity, and create high-level regional cultural and creative brands.

Through a new model of cooperation between the government, schools, enterprises, and research institutes, the government, industry, academia, and research chain will be connected. Excellent cultural and creative design works and products will be solicited from universities, enterprises, and design enthusiasts across the country. Through various channels such as brand authorization, online crowdfunding, and exclusive sales, the market transformation of excellent creative design will be promoted, and the design and development of cultural and creative products will be guided.

The key to this section is the establishment and operation of a shared platform. The overall effective operation requires support from all aspects and the availability of relevant elements. In addition, how to effectively cultivate and retain talents is also the main influencing factor for Shenyang's cultural product innovation to assist the development of urban characteristic brands. Compared to platforms, talent plays a crucial role and should learn valuable experience from cities and regions with strong

innovation vitality in domestic cultural products. At the same time, relevant assistance and support business work should be done at the hardware and software levels.

3.3. Utilize the Integration of Cross-Border Transformation of “Culture+Technology” to Promote the Development of Digital Experiential Tourism Cultural and Creative Products

During this year's two sessions, Comrade Zhang Guoqing, Secretary of the Communist Party of China Liaoning Provincial Committee, proposed to vigorously promote the construction of a strong province with intelligent manufacturing in digital Liaoning, fully leverage the advantages of scene resources in Liaoning's industrial digitization and data resources in digital industrialization, and build a strong province with digital Liaoning and intelligent manufacturing. To this end, our province needs to focus on developing innovation in interactive experience cultural and creative products, pay attention to digital level services and content experience behavior planning, and take into account comprehensive experience design ideas such as the material characteristics of experience carriers. The research and development and design of cultural and creative products need to be effectively integrated with exhibitions, leveraging the advantages of cross-border sharing, promoting unique features, skillfully leveraging resources, and developing experiential cultural and creative products with strong interest and high participation. Enhancing the cultural connotation and experiential value behind products has become an important way to enhance the core competitiveness and cultural inheritance of Shenyang's cultural and creative products. In 2019, the Shenyang Art Festival collected art festival logos in advance, promoting 122 works from all over the country through various means such as media, electronic posters, short videos, promotional videos, flash drives, and developing VR virtual technology, hand drawn maps, handbags, and other peripheral products, effectively enhancing the reputation and added value of the art festival.

Each city is composed of different urban visual symbols, combining historical stories, folk customs, allusions and other cultural resources to form urban cultural elements and carriers. Based on the theory of urban recognition systems, visual, readable, and tactile elements are designed to more effectively highlight regional cultural characteristics.

Shenyang has a relatively active development momentum in this field. With the help of and relying on relevant advanced scientific and technological means, the current better platforms include short video platforms such as Tiktok, Xiaohongshu, Kwai, etc. Since 2019, Tiktok has become the "incubator" of popular destinations, including urban cultural attractions, parks, scenic spots, landscapes, and wonders, Can depict vivid maps of the ecological development of the cultural and tourism industry. It is recommended to creatively develop and produce new short video works of the Shenyang City Story series, effectively linking relevant cultural innovation with the development of urban brand characteristics.

4. Conclusion

Practice has proven that in today's short video era, cultural and tourism content is presented in a more three-dimensional and immersive manner in detail and vividly in front of our tourists and cultural product consumers. With the help of interesting stories, beautiful music, and creative editing, users can be hit by pain points unintentionally, thus planting the seeds of their hearts.

The development of urban culture should have new development themes and missions in the new era. The establishment of Shenyang city brand should not only inherit the tradition and essence, but also create a city IP with personality and characteristics from multiple levels and different latitudes. To protect, inherit, and utilize Shenyang's historical and cultural heritage, from the perspective of modern design and consumers, to innovate and redesign traditional culture, craftsmanship, and modern consumer needs, and to drive the development of cultural and creative industry derivative products through tourism cultural and creative products, achieving regional economic transformation.

Acknowledgments

This paper is the result of "Shenyang Philosophy and Social Science Planning Project -Research on the Deep Integration Development of Shenyang Cultural and Creative Products and Tourism Industry (SY202010L)".

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