Research on the Development Status and Innovation Path of Tourism Products in Northern Guangxi Under the Integration of Culture and Tourism

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Abstract

Under the background of cultural tourism integration, this paper analyzes the shortcomings of current tourism products by investigating the current market situation of tourism products in northern Guangxi. At the same time, based on the local actual situation, this paper discusses the development and innovation path of tourism products from the aspects of local national culture, landscape elements, integration of science and technology, and advantages of local talents, so as to help tourism products to enhance cultural connotation, create features, improve product function and innovation level, and ultimately promote the development of tourism industry in northern Guangxi.

Keywords

Cultural tourism integration; Tourism products; Innovation path

With the rapid development of China's economy, a trend of integration and development has gradually formed between industries. China's economic development has entered a stage of high-quality development. As one of the country's strategic pillar industries, tourism has also entered a new era. Under the current new situation of economic development, how to enrich the connotation of tourism, improve the quality of tourism, and promote the development of the tourism industry and economic growth are issues worthy of in-depth discussion.

The northern part of Guangxi mainly refers to Guilin City and some surrounding urban areas,

specifically composed of Guilin City, Hezhou City and Liuzhou City. With its beautiful natural scenery and rich clan culture, northern Guangxi has formed a wealth of tourism resources and enjoys the reputation of Guilin's scenery. The tourism industry has become an important economic pillar of the northern Guangxi economy. However, in the stage of high-quality development of China's economy, the tourism industry in northern Guangxi is also facing the problem of how to form a resource agglomeration effect and synergistically improve the high-quality development of the tourism industry. Based on the integration of culture and tourism, this article analyzes and explores the design of tourism products from the perspective of promoting regional culture. To build northern Guangxi as an international tourist destination, it is necessary to enrich the connotation, characteristics and diversity of tourism products, so as to improve the level of tourism products and provide assistance for the high-quality development of the tourism industry in northern Guangxi.

Types of Tourism Products in Northern Guangxi

Since China's reform and opening up, the tourism industry in northern Guangxi has developed rapidly, and tourism products have also made considerable progress. At present, there are many types of tourism products in the Guilin tourism market. After investigation, they are mainly divided into four categories: tourist handicrafts, tourist souvenirs, daily necessities, and native products. The handicrafts are mainly Gui embroidery, woodcarving, stone playing and painting fans. Souvenirs are mainly calligraphy, painting, postcards, albums, commemorative medals, paper fans, among which calligraphy and paintings and albums account for a large proportion. Daily items are mainly tourist maps, playing cards, combs and scarves. The native products are mainly Sanhua liquor, fermented bean curd, chili sauce, Momordica grosvenori, and osmanthus crisp. According to preliminary statistics, there are more than 300 types of tourism products on the market, and tourism products in northern Guangxi have formed a scale system in terms of categories and contents.

A Survey of the Current Situation of Tourism Products Market in Northern Guangxi

In order to know the satisfaction degree of tourists to the tourism products in northern Guangxi, a questionnaire survey was carried out, which mainly involved five questions. This survey was conducted in Qixing Park, Xiangbi Mountain Park, ludiyan, Longsheng terrace, Yangshuo and other scenic spots. In this survey, a total of 356 questionnaires were issued, including 335 valid questionnaires and 21 invalid ones. Among the respondents, 192 were male, accounting for 64.3%; 143 were female, accounting for 42.7%. The proportion of age group: 3.9% for 12 years and under, 8.1% for 13-18 years, 36.1% for 19-30 years, 29.6% for 31-50 years, 13.7% for 51-65 years and 8.7% for over 65 years. Education level: 5.7% for primary school and below, 7.8% for junior high school, 9.3% for senior high school, 10.1% for junior college, 46.9% for undergraduate and 20.3%

for postgraduate. The structure of the survey objects basically conforms to the characteristics of the tourist population. Through the analysis of the questionnaire, the results are as follows:

A. What is your opinion on the types of tourism products in northern Guangxi

Option	Proportion (%)
Very many	3.3
More	15.2
General	43.6
Less	37.9
Very few	0
Total	100

B. Do you think tourism products in northern Guangxi have local characteristics

Option	Proportion (%)
Very many	2.1
More	6.2
General	31.7
Less	59.4
Very few	0.6
Total	100

C. Do you think tourism products in northern Guangxi are creative

Option	Proportion (%)
Very many	3.6
More	8.4
General	29.5
Less	57.6
Very few	0.9
Total	100

D. Can you feel the local culture in the tourism products of northern Guangxi

Option	Proportion (%)
Very	4.5
General	37.9
Less	55.8
No	1.8
Total	100

E. Are you satisfied with the function of tourism products in northern Guangxi

Option	Proportion (%)

Very satisfied	2.7
More satisfied	16.4
Satisfied	21.5
Not very satisfied	51
Dissatisfied	8.4
Total	100

According to the survey data, it is not difficult to find the deficiencies of tourism products in northern Guangxi, which are mainly reflected in the following aspects.

Lack of regional characteristics and local ethnic cultural connotation

In the context of cultural tourism integration, giving regional characteristics to tourism products is an important aspect of tourism product design and development, which can reflect the local tourism culture and is an important factor to establish product characteristics. However, compared with other regional tourism products, the development and design of tourism products in northern Guangxi still stays in the traditional mode, not only in the same form and type, but also in low quality, and lack of national characteristics and cultural connotation. These problems reduce the market competitiveness of tourism products in northern Guangxi, which is difficult to meet the needs of the current development of tourism industry.

Insufficient innovation and creativity

In the process of investigating the tourism industry in northern Guangxi, the author found that the tourism products are quite large in both types and quantities. However, traditional methods are still used in modeling and expression, such as carrying local symbols and scenic spots through some plane expression methods. The development of tourism products is still at a superficial level. Insufficient innovation and lack of systematic design are still a certain gap from contemporary consumers' pursuit of product personalization and diversification.

Single type and inaccurate positioning

In order to pursue economic benefits, at present, most of the manufacturers introduce tourism products from abroad, and a few are designed and produced by local enterprises. Due to the high degree of assimilation in modeling, material and creativity, the tourism products produced locally are restricted. Due to the limited development capacity of domestic enterprises, it is impossible to carry out in-depth research and accurate positioning of the market, resulting in the single type of tourism products designed and produced, which is not popular in the market.

Loss of function and aesthetics

In the tourism market of Northern Guangxi, commemorative and ornamental tourism products account for a large proportion, while the tourism products with practical functions are relatively few. On the whole, both the commemorative and ornamental tourism products and the practical tourism products are relatively simple, rough and unattractive in design and packaging. With the continuous development of the social economy, people's living conditions have improved, and the requirements for material and spiritual civilization have also increased. Universal, simple, and single-function tourism products can no longer meet people's requirements, which will seriously affect the economic benefits of the tourism product market.

Research on the Development Path of Tourism Products in Northern Guangxi

Relying on local ethnic culture to enhance product cultural connotation

There are many ethnic minorities such as Zhuang, Dong, Miao and Yao in northern Guangxi. In addition to the beautiful natural landscape, the local area also has a rich minority culture, such as folk culture, graphic culture, and traditional handicraft culture. In the process of developing and designing tourism products in northern Guangxi, in addition to strengthening the investigation of the tourism market and understanding the psychology and needs of tourists, we must also pay attention to the mining of local minority cultures. Through the integration of excellent traditional culture and tourism product development and design, develop tourism products with local characteristics, enhance product cultural connotation and added value. The development of tourism products should not only broaden the horizons of tourists and increase their knowledge, but also meet the dual consumption of tourists on the material and spiritual levels. Market surveys show that the higher the cultural content of tourism products, the more distinctive the cultural characteristics of the local ethnic groups, the more popular with tourists in the tourism market, and the higher its value. Therefore, the integration of local ethnic culture into tourism products can help improve product quality, create product features, and attract passengers' consumption.

Make use of landscape elements to create product features

The tourist scenery in northern Guangxi has its own characteristics, and each scenic spot has its own unique scenic elements. In the development and design process of tourism products in northern Guangxi, developers must dig deep into this unique and precious resource, visualize and abstract these landscape elements, and innovate the modeling language of product development and design. By strengthening the characteristics of tourism products, developers can carry out targeted

development and design, constantly enrich the types of tourism products in northern Guangxi, and solve the problem of single and similar types of tourism products in the current market. At the same time, the use of scenic element symbols can increase the commemorative value of tourist products and stimulate tourists' desire to buy. Tourists can choose to collect their own, or give others away, which is also conducive to tourism promotion and promotion in northern Guangxi.

Strengthen integration with technology to enhance product functions

At present, the products with practical functions in the tourism market in northern Guangxi are relatively scarce and cannot meet the needs of people's diversification, personalization and intelligence, which restricts the development of the tourism industry to a certain extent. Therefore, developers need to strengthen the integration of tourism products and technology, upgrade product functions, and broaden product use channels. On the one hand, multi-functional product development can reflect the characteristics of local tourism, enhance the artistic taste of products, and meet the spiritual needs of tourists. On the other hand, it can largely meet the diverse needs of people in modern society in production and life, and stimulate their purchase interest. Therefore, the integration of technology and tourism products can expand the market of tourism products in northern Guangxi, which is an effective way to promote the development of the tourism industry.

Taking advantage of talents to enhance product creativity

The design and production of a large number of tourism products in the northern Guangxi tourism market are imported from overseas, and only a small part of the products are produced by local design. At present, due to the lack of in-depth research on the local market, the imported products have problems such as insufficient creativity and serious homogenization. The local development and design team is also constrained by fewer employees, low technical level and small production scale. northern Guangxi has abundant university resources and a large number of talents. Therefore, developers can consider forming a product research and development and talent innovation team, or integrating tourism product development into college education to improve the innovation ability of tourism industry in northern Guangxi.

Conclusion

The northern Guangxi region is the focus of Guangxi's tourism industry. In the new stage of China's cultural tourism integration development, strengthening the research on the innovative development path of tourism products, enhancing product creative functions and cultural content, and creating local characteristics are of great significance to the development of the tourism industry and meet the requirements of China's future high economic development stage.

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