

Exploring the Design of Urban Microtourism Products from the Perspective of Integrated Development of Culture and Tourism

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Abstract: By analyzing the current situation and trends of cultural tourism integration, this article elucidates the profound impact of cultural tourism integration on urban micro tourism products. This article elaborates on the characteristics and tourist needs of urban micro tourism, emphasizing the key role of integrating cultural elements into product design and enhancing tourism experience. This article explores the principles that urban micro tourism product design should follow from the perspective of cultural and tourism integration, including highlighting cultural characteristics, emphasizing experiential aspects, and ensuring sustainability. Finally, this article further proposes specific design strategies, such as delving into local cultural resources, innovating product forms, creating diverse combinations, and strengthening interaction with the community.

Keyword: Integration of Culture and Tourism; Microtourism; Sustainability; Tourist

1. Introduction

1.1. Research Background

In today's society, the acceleration of urbanization has made cities an important space for people's lives and tourism. The integration of culture and tourism has become an important trend at present, with the cultural industry and tourism industry mutually penetrating and promoting each other. In this context, urban micro tourism has emerged as an emerging form of tourism. It meets people's demand for high-quality leisure experiences within limited time and space, using fragmented time as a background for short distance and small-scale tourism activities in the city[1].

1.2 Research Significance:

From a theoretical perspective, this study contributes to enriching the theoretical system of cultural tourism integration and tourism product design. By delving into the design of urban micro tourism products, new perspectives and ideas can be provided for research in related fields[2].

From a practical perspective, it has significant implications in multiple aspects. Firstly, it can provide guidance for the innovation of urban tourism products, enhance the attractiveness and competitiveness of urban tourism. By cleverly integrating cultural elements, design more distinctive and charming micro tourism products to attract more tourists. Secondly, it helps to promote the inheritance and development of urban culture. Furthermore, it can promote the development of urban economy and drive the prosperity of related industries such as cultural creativity, catering, and accommodation. Finally, meeting people's diverse tourism needs, providing more convenient, rich, and personalized travel experiences, and improving people's quality of life and happiness[3].

1.3 Research Purpose

- 1). Deeply understand the connotation and significance of cultural tourism integration, and analyze its specific manifestation and role in urban micro tourism product design.
- 2). Explore the characteristics and development laws of urban micro tourism products, and clarify their unique value.
- 3). Analyze how to optimize the design of urban micro tourism products through the integration of culture and tourism, in order to improve the attractiveness and competitiveness of the products.
- 4). Provide scientific and reasonable strategies and suggestions for the development and innovation of urban micro tourism products, and promote their sustainable development[4].

2.The Current Situation and Trend of Cultural and Tourism Integration Development

2.1 The Current Situation of Cultural and Tourism Integration

Cultural tourism integration refers to the deep integration of culture and tourism industry, aiming to create richer and more attractive tourism products and experiences. Currently, the development of cultural and tourism integration presents the following situation:

Policy support: The country's emphasis on the development of cultural and tourism integration is constantly increasing, and a series of policy documents have been issued to encourage and support various regions to promote cultural and tourism integration.

Industry synergy: The trend of collaborative development between the cultural and tourism industries is evident, and many regions have promoted the integration of culture and tourism by creating cultural and tourism complexes, organizing cultural festivals, and other means.

Technological innovation: With the continuous development of technology, the integration of culture and tourism also utilizes new technological means, such as virtual reality and augmented reality, to provide tourists with a richer and more personalized experience.

Market demand: Consumer demand for cultural and tourism integrated products is increasing, with a greater emphasis on cultural experience and participation during the tourism process[5].

2.2 The Future Direction of Cultural and Tourism Integration

The future direction of cultural and tourism integration may present the following characteristics:

1). **Deep integration:** The cultural and tourism industries will be more closely integrated, achieving resource sharing and complementary advantages, and creating more unique and charming tourism products.

2). **Innovation driven:** Technological innovation will continue to promote the development of cultural and tourism integration, providing tourists with more diverse experiences, such as intelligent tour guides and virtual tourism.

3). **Personalized customization:** With the increasing demand for personalized tourism experiences, cultural and tourism integrated products will pay more attention to meeting the

personalized needs of consumers and provide customized services.

4). **Cross disciplinary cooperation:** The integration of culture and tourism will not only be limited to cooperation between cultural and tourism industries, but also involve multiple fields such as agriculture, industry, and sports, forming a diversified development pattern.

5). **International exchange and cooperation:** With the promotion of the "the Belt and Road" initiative, cultural and tourism integration will be more widely applied and promoted internationally, promoting cultural exchange and cooperation between different countries and regions[6].

For example, in some places, cultural festivals such as music festivals and film festivals are held to attract a large number of tourists, while also enhancing the local reputation and cultural influence; Some cities combine cultural and creative industries with tourism to create distinctive tourist blocks and cultural and creative products. These are concrete manifestations of the future direction of cultural and tourism integration[7].

3. The Characteristics and Demands of Urban Micro Tourism

3.1 The Prominent Features of Urban Micro Tourism

Urban micro tourism has the following significant characteristics:

1). **Short distance:** usually conducted around the city or within the city center, with a short distance, making it easy to use weekends or leisure time.

2). **Short time:** The travel time is relatively short, usually completed within one or half a day, suitable for people in fast-paced lifestyles to relax and unwind.

3). **High frequency:** Due to close proximity and short duration, people can engage in urban micro tourism more frequently, increasing tourism opportunities.

4). **Personalization:** Tourists can choose different micro tourism products and routes based on their interests and needs to meet personalized travel experiences.

5). **Flexibility:** The itinerary of urban micro tourism is relatively flexible, and tourists can freely adjust according to their personal preferences and time.

6). **Experiential:** Emphasizing firsthand

experience and interactivity, allowing tourists to deeply experience the city's culture, history, and lifestyle in a short period of time.

7). Cultural aspect: Emphasis is placed on exploring the cultural connotations of the city, and enhancing the cultural literacy of tourists through visiting museums, art exhibitions, cultural blocks, and other means.

8). Innovation: New micro tourism products and forms are constantly emerging, such as night tours, themed tours, parent-child tours, etc., to meet the needs of different tourists.

9). Green and Environmental Protection: Advocate for green travel and environmental awareness, encourage tourists to choose public transportation or walk, and reduce the impact on the environment.

10). Sociality: Urban micro tourism provides people with social opportunities, and tourists can share the joy of traveling with family, friends, or other travelers.

For example, cycling and sightseeing in the city can not only exercise the body but also appreciate the city scenery; Participate in handicraft making courses and experience the charm of traditional culture; Alternatively, choosing a specialty restaurant to taste local cuisine is a specific form of urban micro tourism.

3.2 Specific Demands of Tourists for Urban Micro Tourism Products

The specific demands of tourists for urban micro tourism products mainly include the following aspects:

1). Cultural experience: Tourists hope to gain a deeper understanding of the city's history, culture, and traditions, and experience the unique cultural atmosphere.

2). Personalized services: Tourists pursue personalized travel experiences and hope to customize tourism products according to their interests and needs.

3). Convenience: Tourists hope that tourism products can provide convenient transportation, accommodation, and catering services, reducing inconvenience during travel.

4). Interactivity: Tourists hope to participate in tourism activities, interact and exchange ideas with local residents and other tourists.

5). Innovation: Tourists are interested in novel and unique tourism products and experiences, hoping to have unique travel experiences.

6). Educational: Tourists hope to gain

knowledge, broaden their horizons, and gain educational experiences through tourism.

7). Leisure and Relaxation: Tourists hope to relax their body and mind, enjoy leisure time, and get rid of daily stress during their travels.

8). Social opportunities: Tourists hope to make new friends and expand their social circle through tourism.

9). Sustainability: Tourists are increasingly concerned about the impact of tourism on the environment and society, and hope to choose sustainable tourism products.

For example, tourists may wish to participate in cultural themed hiking activities and explore the city's historic neighborhoods with local guides; Or choose to stay in a unique homestay and exchange local lifestyles with the landlord; They may also be interested in participating in handicraft courses, tasting local cuisine, visiting niche attractions, and other activities. In addition, tourists also hope that tourism products can provide detailed information and convenient booking methods to ensure the smooth progress of the trip.

4. The Impact of Cultural And Tourism Integration on The Design of Urban Micro Tourism Products

4.1 The Value of Integrating Cultural Elements

1)Enriching the connotation of tourism products: The integration of cultural elements makes urban micro tourism products more distinctive and profound, enhancing their attractiveness and uniqueness.

2)Enhance tourist experience: The integration of cultural elements can provide tourists with a richer and more diverse experience, satisfying their pursuit of culture, history, and art.

3)Promoting cultural inheritance and protection: Through the design of urban micro tourism products, cultural elements can be inherited and protected, enhancing the cultural heritage and sense of identity of the city.

4)Enhancing product added value: The integration of cultural elements can increase the cultural connotation and artistic value of tourism products, and improve their added value and economic benefits.

4.2 The Driving role of Optimizing Tourism Experience

1)Creating personalized experiences: The

integration of culture and tourism promotes the design of urban micro tourism products to pay more attention to personalized needs, providing tailored tourism experiences for tourists.

2) Enhance interactivity and participation: The integration of culture and tourism makes tourism products more focused on interactivity and participation, allowing tourists to actively participate in the experience and leave a deep impression.

3) Improving service quality: The integration of culture and tourism requires tourism practitioners to have higher cultural literacy and service levels, thereby improving the overall quality of tourism services.

4) Creating diversified experiential scenarios: By integrating cultural elements, urban micro tourism products can create more diverse experiential scenarios and enrich tourists' travel experiences.

For example, in the design of urban micro tourism products, local historical buildings, traditional crafts, folk culture and other cultural elements can be combined with tourism activities to create distinctive tourism routes and experience projects. In addition, cultural festival activities and cultural themed research can be organized to further optimize the tourism experience and enhance the attractiveness and competitiveness of urban micro tourism products.

5. Design Principles of Urban Micro Tourism Products from the Perspective of Cultural and Tourism Integration

The design principles of urban micro tourism products from the perspective of cultural and tourism integration are as follows:

1). Principle of highlighting cultural characteristics:

Deeply explore local cultural resources, integrate their unique historical, cultural, artistic and other elements into product design, and create micro tourism products with distinctive characteristics.

Protect and inherit local cultural heritage, and through the design and promotion of tourism products, let more people understand and recognize the local cultural treasures.

Combining modern cultural creativity, combining traditional culture with fashion elements to create attractive cultural products.

2). Emphasis on experiential principles:

Design a variety of experiential activities to

allow tourists to experience the charm of culture and enhance the fun and participation of tourism.

Create an immersive experience environment, allowing tourists to experience local culture firsthand through scene arrangement, role-playing, and other methods.

Provide personalized services to meet the diverse needs of tourists and enhance their satisfaction with the experience.

3). Sustainable development principles:

Reasonably utilize resources, avoid excessive development and waste, and ensure the sustainability of tourism products.

Pay attention to environmental protection, reduce the impact of tourism activities on the environment, and promote the development of green tourism.

Promote the development of the local economy, drive employment and prosperity of related industries, and achieve a win-win situation of economic and social benefits.

For example, when designing urban micro tourism products, local historical and cultural blocks can be used as carriers to create experiential projects that integrate cultural display, handicraft production, and specialty food tasting; Through virtual reality technology, tourists feel as if they have traveled through time and space, experiencing the changes of history and culture.

6. Design Strategies for Urban Micro Tourism Products From the Perspective of Cultural and Tourism Integration

6.1 The Design Strategies for Urban Micro Tourism Products From The Perspective of Cultural and Tourism Integration are as Follows

1). Deep excavation of cultural resources:

Conduct detailed cultural resource research to comprehensively understand information on the city's history, culture, customs, and other aspects.

Analyze the characteristics and value of cultural resources, and determine suitable cultural themes and elements for development.

Collaborate with local cultural institutions, experts and scholars to deeply explore cultural connotations and ensure the accuracy and professionalism of product design.

2). Innovation path of product form:

Using technological means such as virtual

reality and augmented reality to provide tourists with a brand new cultural experience.

Integrate cultural elements to develop creative tourism products, such as cultural derivatives, handicrafts, etc.

Organize cultural themed activities, such as music festivals, drama festivals, art exhibitions, etc., to enrich the forms of tourism products.

3). Construction of diversified product portfolio:

Design micro tourism products with different themes and types to meet the diverse needs of tourists.

Integrate culture with elements such as nature, leisure, and entertainment to create comprehensive tourism products.

Launch product combinations such as package style and combined ticket style to improve the consumption experience and satisfaction of tourists.

4). Strengthening interaction with the community:

Encourage local residents to participate in the design and development of tourism products, and fully listen to their opinions and suggestions.

Develop community tourism routes to allow tourists to enter the local community and learn about the lifestyle and cultural traditions of residents.

Organize community cultural activities to enhance interaction and communication between tourists and residents, and promote the inheritance and development of culture.

For example:

1) Utilize virtual reality technology to allow tourists to experience historical events or cultural scenes in a virtual environment.

2) Develop mobile games or applications themed around local culture to increase visitor engagement and interactivity.

3) Organize cultural themed markets to showcase and sell local handicrafts and specialty cuisine.

Design family parent-child travel products to encourage parents and children to participate in cultural experience activities and enhance parent-child relationships.

4) Collaborate with local communities to carry out cultural volunteer activities, allowing tourists to participate in the protection and inheritance of cultural heritage.

7. Case Analysis

The Wuhou Temple is a temple commemorating the Prime Minister of Shu Han, Zhuge Liang, during the Three Kingdoms period. It is the only temple in China dedicated to the joint worship of monarchs and officials, and also the most influential Three Kingdoms relic museum in the world, with a profound historical and cultural heritage. Jinli Ancient Street is a quaint street near the Wuhou Temple, characterized by buildings in the style of Western Sichuan dwellings and traditional handicrafts, cuisine, and more.

In this micro tourism route, tourists can experience Chengdu's rich historical culture and unique folk customs. The following are the successes of its cultural and tourism integration design:

1). Integration of cultural elements: Both Wuhou Temple and Jinli Ancient Street contain rich historical and cultural elements. Tourists can visit the Wuhou Temple to learn about Zhuge Liang's life story and the culture of the Three Kingdoms; In Jinli Ancient Street, tourists can appreciate traditional architectural styles, taste local cuisine, purchase handicrafts, and deeply experience Chengdu's traditional culture.

2). Optimization of tourism experience: Through reasonable planning and design, this route provides tourists with a rich and diverse tourism experience. Tourists can listen to explanations and watch performances in the Wuhou Temple, enhancing their understanding of history and culture; In Jinli Ancient Street, you can freely stroll, taste delicious food, participate in traditional handicraft production, and increase the fun and interactivity of tourism.

3). Innovation in product form: Combining modern technological means, such as intelligent navigation systems and virtual reality experiences, to provide tourists with a more innovative travel experience. For example, setting up an intelligent navigation system inside the Wuhou Temple allows tourists to access information and historical background of scenic spots at any time through a mobile app.

4). Strengthening interaction with the community: Encourage local residents to participate in the design and development of tourism products, so that tourists can better understand the local lifestyle and cultural traditions. For example, in Jinli Ancient Street,

local residents can be invited to showcase traditional handicraft production processes and interact and exchange ideas with tourists.

Through the strategy of integrating cultural and tourism design mentioned above, the micro tourism route of "Wuhou Temple+Jinli Ancient Street" has achieved great success, attracting a large number of tourists to visit and experience. It not only promotes the development of local tourism industry, but also contributes to the inheritance and promotion of Chengdu's historical and cultural heritage.

8. Conclusion and Outlook

8.1 Summarize Research Findings and Findings

The integration of culture and tourism has had multiple impacts on the design of urban micro tourism products. Through research, the following achievements and findings can be obtained:

- 1). The integration of cultural elements enhances product attractiveness: Integrating cultural elements into urban micro tourism product design enriches the product's connotation, making it more distinctive and attractive.
- 2). Experiential design enhances tourist engagement: Focusing on experiential design concepts allows tourists to participate and interact with each other in micro tourism, enhancing their satisfaction and loyalty.
- 3). Personalized services to meet diverse needs: The integration of culture and tourism promotes the design of urban micro tourism products to pay more attention to personalized services and meet the diverse needs of different tourists.
- 4). Technological innovation enriches tourism experience forms: The application of technology has brought innovation to the design of urban micro tourism products, such as virtual reality, augmented reality and other technologies, providing tourists with more diverse and diverse experience forms.
- 5). The concept of sustainable development runs through the entire process: the integration of culture and tourism emphasizes sustainable development, and in the design of urban micro tourism products, attention is paid to the rational utilization of resources and environmental protection, achieving the unity of economic and social benefits.

6). Cross disciplinary cooperation expands product innovation space: The integration of culture and tourism promotes cooperation between culture, tourism, and other fields, expanding the innovation space of urban micro tourism product design.

7). The importance of cultural inheritance and protection is highlighted: The design of urban micro tourism products plays an important role in promoting cultural inheritance and protection, allowing tourists to experience and inherit the city's historical and cultural heritage.

8). Market demand oriented design approach: Research has found that designing urban micro tourism products based on market demand can better meet the expectations and needs of tourists.

9). Brand building enhances product competitiveness: By integrating culture and tourism, urban micro tourism products with unique brand images are created, enhancing their competitiveness in the market.

These achievements and findings provide useful guidance for the design of urban micro tourism products, helping to create more attractive, experiential, and culturally meaningful products, and promoting the development of urban tourism industry.

8.2 Outlook on The Design and Development of Future Urban Microtourism Products

1). More personalization and customization: With the development of technology and the diversification of people's needs, urban micro tourism products will pay more attention to personalization and customization. Through technologies such as big data and artificial intelligence, tourism products will be able to better meet the personalized needs of tourists and provide them with a unique travel experience.

2). Pay more attention to cultural connotations and deep experiences: People's demand for cultural connotations and deep experiences will continue to increase, and urban micro tourism products will pay more attention to exploring local historical, cultural, and artistic elements, providing tourists with richer and deeper cultural experiences.

3). More environmentally friendly and sustainable: With the increasing awareness of environmental protection among people, urban micro tourism products will pay more attention to environmental protection and sustainable

development. Tourism products will pay more attention to resource conservation and environmental protection, promoting the sustainable development of the tourism industry.

4). More Integration and Innovation: Urban micro tourism products will be more integrated and innovative, continuously innovating the form and content of tourism products through integration with cultural, artistic, technological and other fields, providing tourists with more novel and interesting tourism experiences.

5). Pay more attention to social interaction: Social interaction will become an important component of urban micro tourism products. Tourism products will place greater emphasis on communication and interaction among tourists, enhancing their sense of participation and belonging through social activities and interactive experiences.

6). More intelligent and digital: Intelligence and digitization will become important trends in urban micro tourism products. Through intelligent devices and digital technology, tourism products will be able to better meet the needs of tourists and provide more convenient and efficient services.

7). Pay more attention to health and wellness: Health and wellness will become important focuses of urban micro tourism products. Tourism products will pay more attention to the integration of health and wellness elements, providing tourists with a healthier and more comfortable travel experience.

8). More internationalized and diversified: Urban micro tourism products will become more internationalized and diversified. Through docking and cooperation with the international tourism market, tourism products will pay more attention to internationalization and diversification elements, attracting more international tourists.

In short, in the future, urban micro tourism products will pay more attention to the

development of personalization, cultural connotation, environmental sustainability, integrated innovation, social interaction, intelligent digitization, health preservation, and international diversification, providing tourists with more rich, interesting, healthy, and comfortable tourism experiences.

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