AI-Driven Marketing Strategy Research for Guangxi's Tourism Cultural and Creative Products Targeting the ASEAN Market

Jingwen Chen, Xiaojuan Huang*
Guangxi Vocational Normal University, Guangxi, China
*Corresponding Author

Abstract: This study investigates the use of Artificial Intelligence (AI) to optimize marketing strategies for Guangxi's tourism cultural and creative products in the ASEAN market. It identifies key flaws in the current 4P mix: culturally misaligned product design, inconsistent pricing, fragmented channels, and superficial promotion. To address this, the research proposes a 'culture-technology-market' framework. Core recommendations involve human-AI co-creation for immersive cultural products, a structured three-tier pricing system, an omnichannel cross-border ecosystem, and intelligent dialogue-based localization for promotion. This provides a theoretical model and actionable strategies for sustainable growth and authentic cultural exchange.

Keywords: Artificial Intelligence; Guangxi's Tourism Cultural and Creative Products; Marketing Mix; ASEAN Market

1. Introduction

Tourism cultural and creative products are vital for Guangxi's economic and cultural advancement, with the expanding China-ASEAN cooperation offering substantial market potential. However, marketing these products faces challenges such as diverse consumer preferences, cross-cultural communication barriers, and the need for authentic cultural representation. Artificial Intelligence presents a critical opportunity to address these issues by enabling data-driven market segmentation, culturally adaptive design, dynamic pricing, and optimized cross-border distribution.

This study develops an AI-driven marketing framework to promote Guangxi's products in the ASEAN market, focusing on using tools like natural language processing to bridge communication gaps while addressing risks such as algorithmic bias to preserve cultural authenticity. Through conceptual analysis, the research provides theoretical and practical insights to support sustainable market growth and foster genuine cultural exchange.

2. Relevant Research and Theoretical Basis

2.1 AI-Enhanced Emotional Design for Cultural Products

AI-empowered emotional design for cultural products has become a core research direction in this field. In terms of intelligent reconstruction of cultural symbols, existing research has developed an intelligent processing system for Intangible Cultural Heritage (ICH) symbols. Through machine deconstruction and re-encoding of traditional elements, it fundamentally solves the persistent problem of homogenization of cultural and creative products [1]. Other research has confirmed through pattern generation studies that AI possesses the ability to reconstruct the ICH symbol system, and this reconstruction is essentially the evolutionary expression of cultural heritage in the digital dimension [2].

2.2 AI-Driven Cultural and Creative Product Marketing Strategies

With the normalization of AI-Generated Content (AIGC) development and the widespread application of digital intelligence technologies, AI-driven marketing strategies have become a key focus in the cultural and creative product research field. Existing research indicates that guided by national AIGC policy frameworks, AIGC technology not only effectively facilitates the digital transformation of ICH cultural and creative products but also, through targeted marketing strategies, provides crucial support for the digital dissemination and market-oriented development of ICH. This not only helps to enhance the market competitiveness of cultural and creative products but also

advances the inheritance and dissemination of traditional culture [3]. In the context of the digital age, emerging technologies such as virtual reality, augmented reality, and artificial intelligence, as well as the rise of social media and short video platforms, are profoundly reshaping the ecological pattern and value chain of the tourism cultural and creative industry, leading to unprecedented changes in the marketing promotion and consumer experience of cultural and creative products [4]. Relevant studies have further verified that the integrated application of digital intelligence technologies can optimize the entire process of cultural and creative product operation, including design, production, and marketing links. Taking museum cultural and creative products as an example, the integration of digital intelligence technologies can effectively improve innovation capabilities, production efficiency, and market competitiveness, which provides important enlightenment for the construction of AI-enhanced marketing strategies for cultural and creative products targeting specific markets [5].

2.3 Human Centered Localization Strategies for Cross-Cultural Communication
The localized adaptation strategy of cross-cultural communication focuses on regional technology sinking and cross-cultural information transmission. Existing research advocates the algorithm-humanistic double helix model, whose core is to internalize humanistic spirit into technical design criteria, avoiding the risk of cultural misinterpretation from the source [4]. Other research has proposed a cross-cultural memory flow algorithm, which realizes the temporal and spatial reorganization of cultural memory through algorithm scheduling, building a technical channel for the cross-border communication of cultural symbols [6].

2.4 Governance Framework of Technical Ethics and Cultural Protection
The governance framework of technical ethics and cultural protection mainly focuses on the maintenance of cultural authenticity. Existing research has verified the 'technology + humanism' dual-drive model, which establishes a cultural calibration mechanism for the application of intelligent technology, ensuring that technological innovation does not deviate from the direction of cultural protection [3]. Other research has proposed a traditional craft integration path, maintaining the authentic genes of cultural heritage through human-machine collaborative creation and resisting the erosion of cultural authenticity by technological hegemony [7]. It is worth highlighting that research indicates technological innovation must establish a cultural authenticity threshold management mechanism, which serves as a technical prerequisite for preventing the alienation of cultural symbols [8].

2.5 Literature Review Summary
Existing research has laid a theoretical foundation for the application of AI in cultural and creative product design, marketing strategies, cross-cultural communication, and technical ethics governance, but there are obvious limitations. Most studies focus on general scenarios and lack research combining the cultural characteristics of southwest ethnic minority areas and the particularity of the ASEAN market. For example, although existing studies have confirmed the effectiveness of AIGC and digital intelligence technologies in optimizing cultural and creative marketing, they have not explored targeted marketing strategies for the ASEAN market with diverse cultural backgrounds, relevant research on digital technology-driven industry transformation also lacks in-depth discussion on cross-border technical adaptation and cultural integration issues. Based on this, this study takes the 'culture-technology-market' tripartite synergy as the core conceptual foundation, integrates the 4P marketing mix theory, and constructs an AI-enhanced cross-border communication framework for southwest ethnic cultural and creative products targeting the ASEAN market.

3. Marketing Strategy of Guangxi's Tourism Cultural and Creative Products under the AI Paradigm

3.1 Current AI-Driven Marketing Status
The current application of artificial intelligence in marketing Guangxi's tourism cultural and creative products is characterized by fragmented and preliminary efforts. While digital tools are increasingly utilized, the

deployment of AI remains inconsistent and largely superficial. Most initiatives are confined to basic automation of social media posting or elementary data analytics, lacking a strategic and culturally informed framework tailored to the ASEAN market.

Several systemic shortcomings define the present landscape. A primary constraint is the scarcity of high-quality, linguistically diverse datasets specific to ASEAN consumer behavior, which limits the capacity of machine learning models to generate meaningful insights. Furthermore, existing applications tend to operate in isolation. For example, AI might be employed in graphic design while remaining entirely disconnected from customer relationship management or supply chain optimization. This compartmentalization prevents the formation of a unified marketing strategy.

The most significant deficiency lies in the absence of a structured approach to cultural intelligence. Marketing content is often directly translated without adaptation to local cultural contexts, resulting in communications that fail to resonate or, worse, risk misinterpretation. Consequently, the unique cultural assets of Guangxi, such as its distinctive ethnic patterns and artistic traditions, are not effectively leveraged to build emotional connections with ASEAN audiences. The potential for deeper cultural affinity remains largely untapped due to this lack of sophisticated, AI-enabled cross-cultural engagement mechanisms.

3.2 Core AI-Driven Marketing Strategies

The current marketing landscape for Guangxi's tourism cultural and creative products is marked by active innovation driven by local cultural resources, yet it is also plagued by prominent structural challenges that hinder the sector's sustainable development and cross-border expansion. As a region boasting rich ethnic cultures, stunning natural landscapes, and unique border advantages, Guangxi has been exploring ways to transform its cultural resources into competitive tourism products, but the mismatch between supply-side development and market demand—especially the needs of the ASEAN market—remains a key bottleneck.

3.2.1 Product strategy experience-oriented transformation and insufficient in-depth development

Product strategy is undergoing a positive transformation from traditional static souvenirs to experience-oriented offerings, with a growing focus on tapping into local cultural IP. This includes integrating elements such as architectural models of iconic scenic spots like Guilin's karst mountains and Li River landscapes, characteristic local foods such as rice noodles and osmanthus cakes, and intangible cultural heritage crafts like Zhuang brocade and bronze drum carving into product designs. To enhance interactive value, many products now adopt AR technology—for instance, scanning a bronze drum-themed ornament can trigger the display of traditional Zhuang drum dance videos—and hands-on workshops are increasingly set up in scenic areas, allowing tourists to experience the production process of Zhuang brocade or bamboo weaving. Despite these innovations, product lines often lack in-depth development: most designs merely attach superficial cultural symbols to conventional product forms, failing to dig deep into the spiritual connotation and cultural stories behind the IP. Such shallow integration makes it difficult for products to align with modern aesthetic sensibilities, particularly among ASEAN consumers who favor minimalist designs and emotional resonance, resulting in weak market appeal.

3.2.2 Pricing strategy imbalance between cost and perceived value

Pricing remains a major challenge, as a clear disconnect between cost and perceived value persists across many product categories. High-end artisanal products, such as hand-woven Zhuang brocade shawls and exquisitely carved bronze drum ornaments, often carry premium prices due to the time-consuming craftsmanship and limited production volume. While these prices reflect the value of craftsmanship, they also restrict the target market to a small group of niche collectors and high-end tourists, making it difficult to achieve large-scale sales. On the contrary, mass-produced products, such as printed keychains and postcards, mostly rely on low-price competition to occupy the market. This blind price war not only leads to meager profits for enterprises, which are unable to invest in product innovation and cultural excavation, but also risks commodifying cultural and creative products, diluting their unique cultural narrative and reducing their long-term competitiveness. The core issue lies in the lack of a coherent pricing structure: there is no

scientific pricing system that can balance craftsmanship value, cultural authenticity, and broad market accessibility, leaving both enterprises and consumers in a state of confusion.

3.2.3 Distribution channels emerging omnichannel layout and cross-border weaknesses

In terms of distribution, an omnichannel layout centered on 'online + offline' is gradually taking shape, but the integration degree between channels is low, and the operation efficiency needs to be improved. Offline sales mainly rely on physical stores in scenic spots and cultural districts, which are highly dependent on tourist flow and face the problem of uneven sales volume in peak and off seasons. Online channels cover major e-commerce platforms such as Taobao and JD, as well as emerging livestreaming e-commerce models, which have expanded the sales radius to a certain extent. However, cross-border distribution channels are still in the initial stage of exploration. Although preliminary cooperation has been carried out through platforms such as the China-ASEAN Expo, these efforts are mostly occasional promotional activities rather than a sustained and systematic cross-border market entry strategy. In addition, the supporting logistics and digital infrastructure for cross-border e-commerce are not yet perfect: international logistics costs are high, delivery cycles are long, and there are gaps in after-sales service such as cross-border returns and exchanges. These problems have seriously restricted the smooth entry of Guangxi's tourism cultural and creative products into the ASEAN market.

3.2.4 Promotion diversified tactics and lack of ASEAN cultural adaptation

Promotion tactics are becoming increasingly diversified, with digital marketing and cross-border collaboration emerging as key directions. Short-video marketing on platforms like Douyin and Kuaishou, as well as social media promotion on WeChat and Little Red Book, have become standard practices, helping to enhance the visibility of products among domestic consumers. Innovative crossover collaborations—such as co-branded products between Guangxi's bronze drum IP and local beverage brands, or joint activities between Zhuang brocade craftsmanship and fashion designers—have successfully generated social media buzz and attracted young consumer groups. However, promotional communications still lack targeted cultural adaptation for the ASEAN market. Most of the promotional content is simply translated from Chinese to English or other ASEAN languages, without in-depth transcreation based on the local cultural context, values, and consumption habits. For example, some promotional messages ignore the religious taboos and ethnic customs of ASEAN countries, and fail to link product stories with local cultural narratives, resulting in weak emotional connection with ASEAN consumers and limited promotion effectiveness in the cross-border market.

Overall, Guangxi's current marketing of tourism cultural and creative products has made positive progress in product innovation and channel expansion, but it still lacks a synergistic, culturally savvy, and strategically integrated system tailored to the cross-border ASEAN market opportunity. The disconnection between product design and market demand, the imbalance in pricing strategy, the fragmentation of distribution channels, and the lack of cultural adaptation in promotion have collectively restricted the sector's development potential. To fully leverage its cultural and border advantages and tap into the huge potential of the ASEAN market, Guangxi needs to integrate resources across the entire industrial chain, optimize product supply, improve pricing and channel systems, and enhance the cultural pertinence of promotion, thereby building a competitive cross-border marketing system for tourism cultural and creative products.

4. Marketing Strategy Recommendations for Guangxi's Tourism Cultural and Creative Products

4.1 Evolving from Static Souvenirs to Dynamic Cultural Narratives

The foundational shift required is to transform products from being passive mementos into active conduits of cultural storytelling. This necessitates the creation of a systematic digital repository that archives and structures the core elements of Guangxi's heritage. Subsequent development should embrace a collaborative model, where initial data-informed design concepts are meticulously refined by cultural experts to ensure authenticity and emotional depth. The final product must integrate an immersive experiential layer, potentially through augmented reality, allowing consumers to

interactively explore the story, craftsmanship, and traditions embodied within the physical item.

4.2 Implementing a Structured Value-Based Pricing Framework

A strategic transition from cost-based to value-oriented pricing is essential. This can be operationalized through a clear three-tiered pricing architecture designed to align with distinct consumer segments. The first tier comprises accessible digital cultural products, such as virtual filters or online collectibles, priced to maximize market penetration and awareness. The second tier includes well-produced physical goods that represent the core commercial lineup, carrying mid-range prices that reflect their design quality. The third tier is reserved for premium artisanal works and exclusive experiential packages, which command higher prices justified by their scarcity, profound narrative, and exceptional cultural authenticity.

4.3 Building a Seamless Omnichannel Cross-Border Ecosystem

Distribution must be re-envisioned as a cohesive ecosystem that seamlessly integrates digital and physical touchpoints across markets. The strategy should be anchored by a robust direct-to-consumer digital platform, offering localized engagement and serving as the central brand narrative hub. This online presence must be extended through strategic alliances with influential local digital creators and specialized retail platforms in target ASEAN countries. Concurrently, establishing curated physical spaces in key cultural and commercial districts within ASEAN urban centers will provide essential venues for tangible brand experiences and direct consumer interaction.

4.4 Fostering Authentic Dialogue through Intelligent Localized Engagement

Promotional efforts must evolve from one-way broadcasting to facilitating genuine cross-cultural conversation. This requires implementing intelligent localization, where marketing communications are adapted beyond mere translation to resonate with local linguistic nuances, social trends, and emotional drivers. Maintaining consistent and meaningful engagement can be supported by a coherent digital brand persona. Ultimately, all promotional activities should be guided by a

continuous optimization cycle, where real-time performance data and audience feedback are analyzed to dynamically refine messaging, creative assets, and channel strategies for sustained relevance and impact.

5. Conclusion

This study identifies significant gaps in the current marketing of Guangxi's tourism cultural and creative products for the ASEAN market. Challenges exist across the marketing mix, including superficial product design misaligned with modern aesthetics, a lack of coherent value-based pricing, fragmented cross-border distribution channels, and promotional content that fails to achieve meaningful cultural localization. The research concludes that these issues stem from an overall absence of an integrated, culturally intelligent marketing strategy tailored to the unique dynamics of the cross-border context.

To bridge these gaps, the study proposes a comprehensive, AI-driven framework. Key recommendations include evolving products into immersive cultural narratives, implementing a structured three-tier pricing model, building a seamless omnichannel ecosystem, and shifting promotion toward intelligent, dialogue-based localization. The research provides a synthesized 'culture-technology-market' model, contributing a theoretical framework for intelligent cross-border marketing while delivering actionable strategies to foster sustainable growth and authentic cultural exchange for Guangxi's cultural tourism sector in the ASEAN region.

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