Research on the Paths of Cultural and Tourism Integration and Product Design in Qingzhou

Xi Zuoyue   Yang Fuzhen   Yuan Milin   Zhou Jinquan

Qingdao Hengxing University of Science and Technology, Qingdao Shandong, 266100;

Abstract：Taking the integrated development of culture and tourism in Qingzhou City, Weifang City, Shandong Province (hereinafter referred to as Qingzhou) as the basic framework, this paper clearly and logically sorts out the problems existing in Qingzhou's cultural and tourism integration, such as insufficient resource integration and unclear paths. Based on this, it proposes the integration path of "red leadership, intangible cultural heritage empowerment, and food activation" as well as corresponding product designs, directly providing practical suggestions for Qingzhou's cultural and tourism practice: activating characteristic resources, enhancing the competitiveness of cultural and tourism products, promoting the high-quality development of the cultural and tourism industry, while ensuring the appropriate inheritance of red culture, protection of intangible cultural heritage, and dissemination of food culture.

Keywords：Qingzhou; red culture; cultural and tourism integration

Introduction

As a famous historical and cultural city and a benchmark for all-for-one tourism development, Qingzhou has in recent years taken "red leadership, intangible cultural heritage empowerment, and food activation" as the core path, deeply integrated tourism resources, promoted industrial integration and upgrading, and actively responded to the development requirements of "in-depth integration of culture and tourism, inheritance and promotion of excellent traditional Chinese culture, and promotion of rural revitalization and common prosperity" in the national 15th Five-Year Plan.

Based on its rich red cultural resources, Qingzhou has consciously and systematically designed immersive red research and study routes. Taking the inheritance of intangible cultural heritage as a breakthrough point, it has taken the initiative to build a linkage model of "intangible cultural heritage workshops + scenic spots + farmers". At the same time, taking food activation as the entry point, it has explored the cultural connotation of characteristic cuisine, thus forming an integrated format of "food + intangible cultural heritage + tourism" and realizing the smooth upgrading of all-for-one tourism from "resource integration" to "value coexistence". Therefore, Qingzhou has become an excellent model for the high-quality development of the national cultural and tourism industry, namely the "Qingzhou Model".

1 Endowment of Red Cultural Resources and Current Situation and Problems of Cultural and Tourism Integration Development in Qingzhou

Qingzhou is rich in red cultural resources and has a policy and market foundation, but it faces problems such as insufficient development depth, superficial integration of formats, and weak brand influence, which restrict the high-quality development of the cultural and tourism industry.

1.1 Current Situation of Cultural and Tourism Integration Development of Red Culture in Qingzhou

At the policy level, Qingzhou has issued strategies of "establishing the city through tourism" and "prospering the city through culture and tourism", taking the cultural and tourism industry as a key development direction of the city. Policy documents such as the "Five-Year Plan for the Construction of a Cultural Famous City in Qingzhou" and the "Regulations on the Protection of Qingzhou Ancient City in Weifang City" have pointed out the direction and provided guarantees for industrial development.

Qingzhou has developed several red research and study routes, led by the "Red Memory Tour" route formed by sites such as Duancun Martyrs' Shrine and Chijian Grain Station. The tourism reception capacity has been continuously improved. Meanwhile, as a 5A-level scenic spot, Qingzhou Ancient City has played a leading role in driving the integrated development of the cultural and tourism industry. With the gradual improvement of infrastructure, the level of tourism reception capacity and supporting facilities in Qingzhou has been continuously enhanced, including the improvement of the "Qilu Tianlu" tourist highway, ecological parking lots, and public bicycles.

In recent years, many people have developed a strong interest in red culture, and there has been an increase in research and study tours and Party building activities. Qingzhou has a huge local and surrounding source market. It is close to neighboring cities such as Zibo and Linyi, whose residents are potential source of tourists for Qingzhou, and this can also be used to expand Qingzhou's popularity.

1.2 Problems Existing in the Integration Development of Red Culture, Tourism and Culture in Qingzhou

The current situation of resource development in Qingzhou is not thorough enough. The utilization of red resources is relatively single. Most scenic spots mainly rely on static picture and physical exhibitions, lacking interactivity and sense of experience. The way tourists visit in groups is too direct, making it impossible to have in-depth interactive communication with the tourist destinations, which is not very attractive to young people. Product homogenization is very serious, lacking innovation and creativity, and failing to reflect Qingzhou's local characteristics well.

At the same time, due to the low level of integration of culture and tourism, the current combination of red culture and the tourism industry is only superficial, with loose linkage of formats and failure to form real synergy. The management of red resources involves various

departments such as publicity, culture and tourism. Therefore, it is necessary to first formulate a unified and reasonable plan for coordination. More importantly, it is necessary to take the initiative to extend the industrial chain and improve supporting services such as catering, accommodation and shopping with red culture as the theme.

It is particularly noteworthy that Qingzhou's brand influence is not strong, the overall image of red tourism is not prominent enough, the market recognition is low, and the competitiveness is at a disadvantage. It mainly relies on traditional channels, so the ability to carry out creative marketing through social media and short video platforms needs to be strengthened. At the same time, there is great pressure from regional competition. Surrounding areas are also developing red tourism, forming a certain competitive relationship, which restricts the development of Qingzhou's culture and tourism.

2 Construction of Immersive Experience-oriented Cultural and Tourism Integration Paths for Red Culture in Qingzhou

2.1 Resource-Scenario Integration Path

Due to Qingzhou's rich cultural resources, it can be naturally combined with experienceable scenarios: Qingzhou Museum has brought more cultural relics "to life" through technologies such as VR and MR. Based on this, inheritors of Qingzhou's intangible cultural heritage can present red stories in forms such as Qingyin Opera and clapper talk. Digital technology can also be used to restore the revolutionary sites of Hulin Ancient Village on site, promoting the integration of resources and scenarios and laying the foundation for immersive experiences.

2.2 Industry-Format Integration Path

Qingniu Mountain National Defense Education Expo Park will create immersive research and study projects, which is an attempt of the "red + digital" path referring to the "red + research and study" path. The previously launched "red + research and study" path has achieved remarkable results, organically connecting scenic spots such as Duancun Martyrs' Shrine and Chijian Frontline Grain Station into red research and study routes, allowing learning to truly move from the classroom to the scene. These initiatives can link various formats, extend tourists' stay time, increase consumption nodes, and thus naturally form a complete industrial closed loop from visit, experience, learning to consumption.

2.3 Marketing-Service Integration Path: Enhancing Brand and Service Efficiency

Qingzhou can promote its brand through online and offline two-way linkage. Online, it can mainly use new media and other network channels to promote the brand. For example, some local Party members and cadres in Qingzhou can introduce and sell local cultural and tourism products and agricultural specialty products through live streaming in the form of goods. It can also shoot videos about red immersive experiences for promotion. Offline, it can hold activities such as Red Culture Week and immersive performance season on special anniversaries to attract more people to experience the charm of local red culture on site. At the same time, it is necessary to strengthen the improvement of supporting facilities and build a comprehensive service station for Qingzhou's county-level cultural tourism brand through intelligent methods, which can better improve tourists' satisfaction, form a good reputation, and finally achieve a virtuous cycle of brand recognition, satisfactory experience and recommendation and sharing.

3 Design Strategies for Immersive Experience Products of Red Culture

Product design must first follow the principles of seriousness and interestingness. The design of red cultural products must first respect historical facts, and designers must ensure that scripts and scenarios are in line with historical truth. Secondly, products need to increase interestingness to attract tourists. Situational plays can be used to let the audience participate in the reproduction of historical events. But the most important thing is the people-oriented principle. Technical means should serve the content narration, not just display technology. The focus is to let tourists have emotional resonance through technology. Designers should consider the needs of different tourists. Products should enable tourists of different age groups to get good feedback, so the design must be people-oriented. By changing the traditional way of visiting, tourists can be transformed from passive viewing to active participation. Role-playing tasks can be designed to let tourists play the role of historical figures to complete challenges and learn historical knowledge in games. This can not only extend tourists' stay time, but also deepen their understanding of red culture.

3.1 Design of Immersive Experience Product Types

Secondly, develop role-experience products. Scripted murder mystery games can be launched based on local revolutionary history and culture, allowing tourists to play different roles to solve puzzles and hunt for treasures. In the process of completing tasks, tourists can experience the hardships of the revolutionary period, deepen the sense of teamwork among tourists and their identification with red culture. Local cultural and tourism departments can also use VR technology to restore important historical scenes in Qingzhou to realize "time travel", allowing tourists to witness the occurrence of historical events on site with the help of VR technology. Digital interactive products are both ornamental and interesting, which can not only protect cultural relics, but also add a new way of visiting for tourists.

3.2 Design Paths for Characteristic Red Cultural and Creative Products in Qingzhou

Qingzhou Museum is a model of fruitful and thoughtful cultural and creative development. Based on the IP development strategy of "fewer but better", it takes the initiative to fully tap the cultural value of its treasure collections. To further develop the cultural and creative industry, Qingzhou Museum can adopt the cooperation model of "public institutions + state-owned enterprises + social capital", introduce professional teams to engage in design, production, sales and other links, and strictly control cultural content and product quality. It should

always keep product development oriented to market demand, collect tourist feedback, and thus naturally and appropriately develop practical cultural and creative products within 100 yuan. At the same time, it should systematically participate in various competitions in a planned way, highlight Qingzhou's regional characteristics, launch new products regularly to keep them fresh, so as to widely spread Qingzhou's red culture and greatly enhance market competitiveness.

4 Conclusion

Qingzhou has advantageous resources such as red sites, intangible cultural heritage skills and local cuisine, but there are many problems in its current development. Aiming at these problems, this paper puts forward improvement plans. The purpose is to explore an effective path for the integrated development of culture and tourism in Qingzhou through the model of "red leadership, intangible cultural heritage empowerment, and food activation", so as to better inherit local culture and enhance tourism attractiveness.

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Authors: Xi Zuoyue, Qingdao Hengxing University of Science and Technology
Yang Fuzhen, Qingdao Hengxing University of Science and Technology
Yuan Milin, Qingdao Hengxing University of Science and Technology
Zhou Jinquan, Qingdao Hengxing University of Science and Technology