

Development Strategies of Museum Research Products under the Background of Cultural and Tourism Integration

Nan Zhang

Liaoning University of Communication, Shenyang, China

Abstract. With the deepening of the strategy of cultural and tourism integration and the continuous development of the national cultural and tourism integration policy, the field of education and tourism also show a trend of integration, and museum research products are the products of the integration of the two. The development of museum research products has gradually become one of the important ways of museum marketing. As an important cultural carrier of the city and the main position of public cultural services, museums play a vital role in the economic, social and cultural development of the country.

Keywords: Cultural and Tourism Integration, a museum, study tour.

1. Introduction

In recent years, with the deepening of the development mode of "culture + tourism", museums, as an important cultural carrier, play an important role in promoting the integrated development of culture and tourism and promoting the transformation and upgrading of the cultural and tourism industry, and museum studies have gradually become a powerful promoter of quality education in the new era and a new way of transformation and upgrading of cultural and tourism undertakings.

Study tourism is a new type of education mode, which can fully tap the educational function of scenic spots, museums and other cultural tourism resources, and is an important content of the development of cultural tourism. The deep integration of culture and tourism in the top-level design of the country provides an important policy guarantee for the development of the cultural tourism industry, and also gives the cultural tourism industry more say. Cultural and tourism departments across the country have combined their own resource advantages to create a wealth of tourism products, which are not only excellent samples of cultural and tourism integration, but also an important embodiment of cultural and tourism integration transformation and upgrading.

2. The Theory of Museum Research Products Under The Background of Cultural and Tourism Integration

2.1. The Concept of Cultural and Tourist Integration

Culture and tourism are inseparable. The core concept of cultural and tourism integration refers to the phenomenon and process of mutual penetration, cross-fusion or integration and reorganization between culture and tourism and related elements, gradually breaking through the original industrial boundaries or factor fields, blending with each other and forming a new symbiont. Culture is the soul of tourism, and tourism is an important carrier of culture. The integration of culture and tourism is also a multi-party integration of the system, which has multiple and cross relation attributes.

2.2. Study the Concept of the Product

The concept of research products is gradually formed with the continuous renewal of educational ideas and the deepening of practice. Research product is an educational product designed to enhance students' comprehensive quality and knowledge level through personal experience and practical activities. It is often jointly developed by educational and tourism institutions to provide students with a new way of learning, allowing them to gain knowledge and grow while playing.

3. Development of Museum Research Products Under the Background of Cultural and Tourism Integration

At present, the museum's research products have formed a diversified development pattern. The products not only cover the traditional cultural relics exhibition and explanation, but also integrate modern scientific and technological means and creative elements, making the research products more vivid, interesting and interactive.

3.1. Interactive Research Experience

The museum pays attention to the interaction and experience of research products, and through the design of various interactive links, students can learn and feel in the participation. For example, the use of modern scientific and technological means, such as AR, VR and other technologies, to create a virtual museum environment, so that students can interact with cultural relics in the virtual space, in-depth understanding of the historical and cultural background of cultural relics. At the same time, you can also set up some interactive games or tasks, such as tearing the name tag and making marks in the name tag, so that students can master relevant knowledge and enhance learning interest in the process of completing the task.

3.2. Thematic Research Courses

The museum has developed a series of thematic research courses based on its own collection characteristics and exhibition contents. These courses target students of different ages with different topics and content, such as history and culture, art appreciation, and archaeological discovery. Through the study of the course, students can deeply understand the knowledge of a specific field and improve the comprehensive quality and ability.

3.3. Cultural and Creative Products Combined Research

The development of cultural and creative products in museums is also an important part of research products. The museum combines its own cultural elements and creativity to design a series of cultural and creative products with both cultural connotation and practical value. These cultural and creative products can not only be sold in the museum, but also can be used as souvenirs or rewards for research activities, so that students can also feel the cultural atmosphere of the museum in their daily life.

3.4. Cross-border Collaborative Research

The museum is also actively engaged in cross-border cooperation with other cultural, tourism, educational and other institutions to jointly develop research products. Through cooperation, resources can be shared, mutual benefit can be achieved, and students can also be provided with a more colorful learning experience. For example, we can cooperate with schools to use museums as practical education bases for schools and carry out regular research activities. It is also possible to work with tourism organizations to incorporate museums into tourist itineraries to provide visitors with a more in-depth cultural experience.

4. Problems in the Development of Museum Research Products Under the Background of Cultural and Tourism Integration

4.1. Research Tourism Product Development Form is Single, Lack of Regional Cultural Research Products

At present, many museums have homogeneity in the development of research products. These museums often lack innovation and imitate each other, resulting in a lack of differentiation and individuation in the content, form and experience of research products. For example, many museums have launched research courses on the theme of history and culture, but they are almost the same in

the curriculum, teaching content, activity forms and other aspects, which makes students and parents feel confused when choosing, and it is difficult to distinguish the characteristics and advantages of different museums.

4.2. The Existing Product Education Effect is Not Good, and the Research Product Development Creativity and Quality Are Insufficient

There are deficiencies in brand building and intellectual property protection of research products. The museum failed to form its own unique brand image and cultural identity, resulting in a lack of competitiveness in the market. At the same time, the museum also has loopholes in intellectual property protection, and some products are imitated and copied by other enterprises, damaging the interests and reputation of the museum. For example, the design of a certain research product of the museum was copied by other enterprises and mass-produced and sold, which brought economic losses and reputation damage to the museum.

4.3. Research Product Development is Not Strong Pertinence, The Integration of Educational Resources and Research Content is Insufficient

In the process of research product development, clear educational objectives are essential. However, some museums often lack a clear educational goal when developing research products. This makes it difficult for students to obtain concrete learning results and gains when they participate in research activities. Taking the research course of a museum in Liaoning Province as an example, although this course involves many cultural fields and knowledge points, it lacks clear planning and arrangement in terms of course objectives, which makes students feel confused and unable to start in the process of participation.

4.4. Lack of Complex and Innovative Talents, Lack of Policy Support and Cooperation Mechanism

Museums lack sufficient policy support in the development of research products. This includes insufficient policy guidance, insufficient financial support, and inadequate tax incentives. This makes museums face many difficulties and challenges in the development of research products. The development of research products needs multi-faceted cooperation and support.

5. Research on Developing Countermeasures of Museum Research Products Under the Background of Cultural and Tourism Integration

5.1. Combined with Museum Culture, Create "Culture + Tourism" Integrated Experience Products

Museums should also focus on the development of innovative tourism products to enhance visitors' interactive experience. Through the development of a series of creative and interesting tourism products, visitors can have a deeper understanding of the history and culture of Liaoning while visiting the museum, and at the same time enjoy a pleasant travel experience. Lack of adequate policy support. This includes insufficient policy guidance, insufficient financial support, and inadequate tax incentives. This makes museums face many difficulties and challenges in the development of research products. The development of research products needs multi-faceted cooperation and support.

5.2. The Characteristic Curriculum of the School and the Integration of Local Resources

In addition to combining museum resources to enrich the school's characteristic curriculum content, Museum can also cooperate with schools to develop practical courses, so that students can feel the charm of local culture in personal experience and promote their all-round development.

5.3. Enhance the Diversified Experience of Research Product Development

In addition to traditional guided Tours, Museum can also innovate the form of research activities to stimulate students' interest points in a more interesting and intuitive way

5.4. To Compound Innovative Talents As the Support, To Professional Requirements To Enhance Product Effectiveness

The government should strengthen the policy support for the development of museum research products, including providing financial support, tax incentives and other policy measures to encourage museums to actively develop research products. At the same time, establish a sound policy guidance mechanism to promote the healthy development of museum research industry

Under the background of cultural and tourism integration, the development of museum research products has shown a vigorous development trend, but it also faces some challenges and opportunities. In the future, museums should continue to dig deeper and integrate cultural resources, strengthen innovation and cooperation, and promote the development of research products to a higher quality, more personalized and more diversified direction.

6. Conclusion

Looking forward to the future, the museum still has a huge development space and potential in the development of research products. With the deepening of cultural and tourism integration, museums should further strengthen cooperation and exchanges with tourism, education and other industries to jointly promote the innovation and development of research products. It is a continuous and complicated process for museums to develop research products under the background of cultural and tourism integration. Only through continuous innovation and exploration can we develop more attractive, practical and educational research products and provide more high-quality and rich research experience for students.

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