

# **Research on Innovative Design and Practice of Urban Information Publications Under the Background of Cultural Tourism Integration**

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## **Abstract**

The integration of culture and tourism has brought new opportunities for the innovation of urban information publications. Aiming at problems such as fragmented content, homogeneous design, disconnection between online and offline channels, and weak cultural experience, this paper constructs an innovative design system of "online + offline, reading-traveling-enjoying-reflecting". Taking the "Joyful Travel" APP and urban handbook as carriers, it integrates the design concepts of five senses, green development and integration, forming a complete path from information inquiry and travel planning to immersive experience and cultural reflection. Practice has proved that this model can improve the quality of publications and user experience, promote the in-depth integration of culture and tourism, and provide implementable theoretical references and practical paradigms for urban cultural communication.

## **Keywords**

**Integration of Culture and Tourism; Urban Information Publications; Innovative Design; Online-Offline Integration; Experience Design.**

## **1. Introduction**

The in-depth integration of culture and tourism, together with the accelerated transformation and development of the publishing industry, has become an important feature of the high-quality development of the cultural industry in the new era. Driven by relevant policies and market demand, urban information publications are no longer mere information inquiry tools, but important carriers for urban cultural communication, upgraded tourism experience and the display of cultural-tourism images. As mass tourism shifts from sightseeing and check-in to in-depth cultural experience, the audience has put forward higher requirements for the accuracy, interest and interactivity of urban information, as well as the portability, aesthetics and cultural connotation of reading carriers.

## **2. Current Status of Urban Information Publication Design Under the Integration of Culture and Tourism**

Driven by both cultural-tourism integration and digital technology, urban information publications are gradually developing toward online-offline interaction, multi-sensory experience, and cultural value orientation. Traditional paper guides, maps, and handbooks are optimizing their structure and form, while digital platforms, tourism apps, and mini-programs have become important channels for information dissemination. The industry as a whole is transforming toward refinement, integration, and experientialization. However, in practice, urban information publications still suffer from problems such as fragmented content, homogeneous design, flat user experience, and isolated media. Online and offline channels fail

to form an effective closed loop, and information services can hardly be transformed into in-depth cultural experiences, making it difficult to meet the development of cultural tourism and the high-quality needs of audiences in the new era[1].

### **3. Construction of an Innovative Design System for Urban Information Publications**

Based on the dual integration of online screen reading and offline paper reading, with the four-dimensional experience upgrade of reading, traveling, enjoying, and reflecting as the core logic, and supported by cutting-edge design concepts, an integrated design framework covering all scenarios, processes, and senses is formed. This comprehensively improves the practicality, interest, artistry, and cultural connotation of urban information publications.

#### **3.1. Dual Integrated Design: Online Screen Reading + Offline Paper Reading**

Dual-line integration serves as the core carrier support for this innovative design. Its purpose is to complement the advantages of digital publishing and traditional publishing, and to build a closed loop of reading and services covering the whole process: before, during, and after travel. Online platforms excel in dynamic interaction, real-time updates, and social sharing, while offline publications feature offline usability, tactile texture, and collectible preservation. The two achieve data interconnection, functional complementarity, and experiential embedding, realizing a synergistic effect of "1+1>2".[2]

With the Joyful Travel urban app as the core online carrier, a full-module design is developed around urban cultural and tourism travel. In terms of functional architecture, basic services such as core urban information, scenic spot navigation, food recommendations, cultural popularization, and route planning are integrated. Meanwhile, interactive contents including short video explanations, audio guides, interactive quizzes, and check-in points are added to enhance user engagement. The app supports users in independently recording itineraries, editing travel reflections, uploading travel photos, automatically generating personalized electronic travel journals, and creating exclusive electronic postcards for social sharing. To strengthen online-offline interaction, a QR code scanning function is built into the system: users can scan QR codes in offline handbooks to directly access corresponding content pages and obtain extended services such as videos, audios, and real-time information. Electronic journals support online printing, converting digital records into paper journals and connecting virtual experiences with physical carriers. In interface and interaction design, the principles of simplicity, clarity, and usability are followed. UI layout, color matching, information hierarchy, and operation processes are optimized to reduce cognitive load, improve mobile usability, and meet audiences' demand for "screen reading" anytime and anywhere.

The offline carrier centers on the Joyful Travel city handbook, with innovations focusing on portability, practicality, artistry, and sustainability. In layout design, a handheld-friendly compact format is adopted, with controlled thickness and weight for easy carrying. The image-text ratio and information structure are optimized to highlight core content, supplemented by schematic diagrams and simple route maps to improve reading efficiency. In structural design, extended pages, folded pages, and special-shaped inserts are used to enhance browsing enjoyment. A detachable structure allows the handbook to be separated into cultural and creative products such as city bookmarks, landscape postcards, cultural stickers, and architectural origami after use, extending the product lifecycle and enabling collection and secondary communication. In terms of materials and craftsmanship, the concept of green environmental protection is implemented through the use of eco-friendly paper and biodegradable materials, balancing texture and sustainability. Some pages

integrate special tactile materials and scent coatings to physically support multi-sensory experiences. Centered on offline usability, the handbook clearly presents practical information on transportation, scenic spots, cultural venues, and characteristic blocks, enabling audiences to quickly access and locate content during on-site visits. Its unique "paper reading" texture compensates for the deficiencies of digital carriers. [3]

The integration of online and offline channels is not a simple superposition, but in-depth coordination of functions, experiences, and scenarios. The online platform undertakes dynamic updates, digital interaction, social sharing, content generation, and cloud storage, while the offline version provides offline access, on-site services, tactile experiences, physical preservation, and cultural and creative communication. Users can plan routes and access information via the app before traveling; consult the handbook quickly and scan codes for extended content during the trip; and organize and print online itineraries and reflections afterward to form a keepable travel journal. Through full-scenario coverage and whole-process connection, the dual-line integration provides audiences with a coherent, complete, and convenient reading and travel experience, solving the problems of media fragmentation and disconnected experience in traditional urban information publications.

### **3.2. Four-Dimensional Experience Upgrade Design: Reading – Traveling – Enjoying – Reflecting**

The four-dimensional experience upgrade constitutes the core logic of this innovative design. Following a progression from the basic to the profound, and from functionality to culture, it constructs a layered, progressively upgraded experience closed loop, transforming urban information publications from mere information tools into carriers of cultural experience. The four levels connect and deepen sequentially, ultimately converting tourism experience into cultural experience.

The first dimension is Reading, the basic information acquisition layer and the starting point of the entire experience system. Guided by the principles of accuracy, clarity, and light weight, the design organizes and presents core urban information including transportation, scenic spots, cuisine, cultural venues, and folk activities, eliminating redundant content and highlighting practical information. This allows users to quickly obtain essential travel information, solving basic questions such as what to see, where to go, and how to get there, and laying an informational foundation for subsequent visits and experiences.

The second dimension is Traveling, the on-site travel experience layer, which deeply integrates reading behavior with tourism scenarios. Through navigation and real-time reminders on the online APP, as well as guidance and location marking in the offline handbook, reading while traveling, reading anytime while traveling is realized, making reading serve the actual travel process. The design strengthens scenario matching by aligning information with physical locations, tour routes, and optimal experience spots, improving travel efficiency and smoothness. Users can easily access information while on the move, achieving the integration of reading and sightseeing.

The third dimension is Enjoying, the physical and mental pleasure layer, realizing the shift from "reading" to "enjoyable reading". Through aesthetic visual design, multi-sensory experience design, and interesting interactive design, users transform from passive information recipients to active enjoyers of the reading process. Visually, layout, color, and graphics are optimized to enhance aesthetic experience; sensorially, elements of touch, smell, and taste are integrated to strengthen immersion; interactively, mini-games, quizzes, check-ins, and other activities are set to increase engagement. Combined, these designs bring users physical comfort and psychological pleasure, boosting reading willingness and user stickiness. [4]

The fourth dimension is Reflecting, the in-depth cultural reflection layer, representing the ultimate goal of experience upgrading. With urban historical context, folk culture, traditional crafts, and humanistic spirit as the core, cultural connotations are implicitly embedded in information presentation, content arrangement, and experience design. This guides users to actively perceive urban culture, understand urban spirit, and form cultural identity and emotional resonance during relaxed reading and pleasant travel. Through progressive guidance, simple sightseeing is elevated to profound cultural experience, truly fulfilling the goal of cultural-tourism integration: promoting tourism through culture and showcasing culture via tourism.

### **3.3. Integration of Supporting Design Concepts**

To ensure the effective implementation of the design system, this research fully integrates three cutting-edge concepts—multi-sensory design, green design, and integrated design—into the entire design process, enhancing the comprehensive quality and sustainability of the publications.

Multi-sensory design breaks through the single visual limitation of traditional publications. On the basis of vision and hearing, it expands to multi-sensory channels such as touch, smell, and taste. Tactile experience is enhanced through special tactile paper and textured materials; scene atmospheres are created through scent coatings of plants, oceans, and streets; taste perception is awakened through food images and experiential designs. The synergy of multiple senses greatly improves the immersion and memorability of reading, making urban information visible, audible, touchable, smellable, and perceivable.

Green design focuses on low-carbon environmental protection and sustainable use, optimizing the entire chain from material selection and structural design to service life. Renewable and biodegradable environmentally friendly materials are adopted to reduce resource consumption; detachable, reusable, and collectible structural designs are used to transform publications from disposable products into cultural and creative products that can be retained for a long time; printing pollution and material waste are reduced, which is in line with the concepts of green publishing and sustainable development, while enhancing product value and communication power.

Integrated design breaks down the boundaries of media, technology, and experience, realizing the in-depth integration of digital publishing and traditional publishing, the organic combination of content supply and technical support, and the high unity of practical functions and cultural aesthetics. Emphasizing an integrated thinking, integrated design integrates online and offline channels, text, images, sounds and videos, information services, travel guidance, cultural communication, and emotional experience into a complete ecosystem, improving the integrity, systematicness, and communication efficiency of the publications.

## **4. Design Practice and Value Interpretation**

Taking the Joyful Travel urban APP and city handbook as a complete practical case, the full-process implementation from theoretical construction and scheme design to product presentation has been completed. In the design practice, the core problems of traditional urban information publications—such as scattered information, shoddy design, flat experience, and disconnection between online and offline channels—have been systematically solved, forming a standardized design process and practical paradigm that can be directly applied to urban cultural and tourism promotion and product development of publishing institutions.

The innovative design model significantly enhances the practicality, interest, artistry, and cultural connotation of urban information publications. The online APP realizes dynamic

information, convenient interaction, and social sharing, while the offline handbook achieves offline usability, multi-sensory experience, and sustainable communication. The dual-line linkage provides users with high-quality experiences throughout the entire process. The four-dimensional experience progresses layer by layer, allowing users to move from basic information reading to in-depth cultural understanding, effectively promoting the transformation of tourism experience into cultural experience. The detachable and cultural-creative design extends the product lifecycle, promotes secondary communication, and increases the exposure of urban cultural and tourism brands. [5]

This paper conducts a systematic study on the innovative design of urban information publications under the background of cultural-tourism integration, constructing an innovative design system with dual-line integration as the carrier, four-dimensional experience as the core, and three design concepts as the support. It forms an innovative path for urban information publications with improved theory, clear logic, and feasible practice. Breaking through the functional limitations and form bottlenecks of traditional urban information publications, this system realizes multiple transformations: from information tools to cultural carriers, from one-way communication to two-way experience, and from one-time consumption to sustainable communication. It effectively improves the quality of publications, user experience, and the efficiency of cultural-tourism communication, providing a replicable and promotable paradigm for publishing innovation and urban cultural communication under the background of cultural-tourism integration. By promoting publishing integration and cultural-tourism development through design innovation, this study provides continuous support for improving the level of urban cultural-tourism services, inheriting urban culture, and telling urban stories, and also offers referential ideas and methods for the innovation of similar publications.

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