

Innovation Research on Creative Products of Red Cultural Tourism in Hebei in the Era of Digital Economy

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ABSTRACT

The creative products of red cultural tourism face many challenges in the background of the digital economy era, aiming to explore how to enhance the innovative development path of the creative products of red cultural tourism in Hebei Province. Using the research method of the intersection of economics and design disciplines, the relationship between the digital economy era and the creative products of red cultural tourism is described, and the current development situation of the creative products of red cultural tourism in Hebei is studied. The opportunities for the innovation of the creative products of red cultural tourism in Hebei are also confronted with the challenges of imperfect application of digital technology infrastructure, the discrete cultural genes that lead to the homogenisation of the products, and the imbalance in the entertainment expression of the traditional red culture. In the face of these challenges, we put forward the innovation strategy of the creative products of red cultural tourism in Hebei in the era of digital economy to support the development of the creative product design of red cultural tourism in Hebei, promote the industry to achieve a more healthy and long-lasting sustainable development of the innovation road, and strive to develop the development of innovative models to achieve the high quality development of the regional economy.

Keywords: digital economy era; red culture; tourism; cultural and creative design; innovation research

Digital economy promotes innovation drive and industrial upgrading, and becomes an important driving force to lead economic development. It has also brought about changes in the cultural tourism industry, and the traditional cultural and creative products have been transformed through the creative way, market structure and production mode, coupled with the use of digital technology, so that the creative products of red culture and tourism have a greater space for development. Therefore, combining with the characteristics of red tourism resources in Hebei to explore the innovation path with high feasibility, using digital technology to innovate Hebei red cultural tourism products becomes the focus of this paper. I hope to be able to provide some theoretical

and practical references for the high-quality development of the red cultural tourism products in Hebei, and hope that it becomes a new way of thinking for the development of the red tourism industry in the future.

1. Digital economy era and the red cultural and creative products

The era of digital economy is a new economic form with digital technology as the core driving force and data as the key production factor, which is mainly manifested as follows: data as the key factor; deep empowerment through digital technology; the emergence of two major trends of platform economy and sharing economy; the drive for digital consumption; and the emergence

of more cross-border integration of industry scenes. Red culture is a unique culture formed in the process of the great rejuvenation of the Chinese nation and the process of sinicization of Marxism, so it is necessary to tell the story of the Party and the development history of red culture, and make the historical figures of the revolution "live" with the help of the growing power of network communication. The new media era coincides with the development of digital economy, which brings new opportunities to the development of Hebei red cultural tourism, digital presentation, intelligent services, interactive experience and network dissemination of attempts to help the traditional culture, enhance the value of the times of the red culture and the role of radiation influence, and promote the development of high-quality innovation of red cultural tourism industry.

2. Current development situation of the creative products of red cultural tourism in Hebei

(1) Overview of Hebei's red cultural resources

Red cultural resources are a great revolutionary spirit and material carrier nurtured and formed during the revolutionary war era under the leadership of the Party. Their forms of existence include material and immaterial forms. The material form is mainly various important revolutionary sites, relics and monuments, memorial halls, etc. The immaterial form refers to the revolutionary spirit, system, deeds, etc. formed during the revolutionary war era. Hebei red cultural resources are huge in number, distributed all over the province, in which Pingshan, Shijiazhuang, is an important concentration of red cultural resources in Hebei - Xibaipo Memorial Hall, where the Central Committee of the Communist Party of China (CPC) held the Second Plenary Session of the Seventh Plenary Session of the CPC Central Committee, and where the "Two Pragmatic Commitments" were proposed for the first time. Left here are the former site of the CPC Central Committee, Xibaipo Memorial Hall and other sites; Five Heroes of Wolf Tooth Mountain in Yixian County, Baoding, among which the feats are known around the world, and now there are Wolf Tooth Mountain Memorial Hall, Memorial Pagoda and other venues, which

have developed into a red tourism scenic spot; In Laoting County, Tangshan City, there is the Li Dazhao Memorial Hall, a memorial place entrusted by the Communist Party of China (CPC) to the revolutionary fire; There are also Baiyangdian in Baoding, tunnel warfare in Ran Zhuang and the first rural party branch in Hengshui, which have rich historical and cultural connotations and together constitute the red tourism resources in Hebei.

(2) Types and characteristics of existing creative products of red cultural tourism

At present, the creative products of red cultural tourism in Hebei Province are quite rich, the categories include cultural souvenirs, office supplies, household goods, stationery, clothing and food, etc.. For example, Xibaipo scenic spot launched Xibaipo commemorative badges, the old site of the Central Committee of the Communist Party of China (CCPC) and other major cultural and creative products, and is well received by the consumers; in addition to the traditional creative souvenirs of cultural tourism, there are also some other creative activities related to cultural tourism. For example, during the holiday in May 2025, the Wolf Tooth Mountain Scenic Spot carried out the "Long Song of the Beacon" red cultural activities, receiving more than 90,000 tourists; integrating into the red culture, tourists can feel the spirit of the red revolution intuitively and imaginatively through watching the real scene. The Eighth Route Army 129th Division Memorial Hall launched a red-themed murder mystery game products, enriching the tourist experience while also strongly promoting Hebei local economic development and enhancing the influence of Hebei red cultural tourism.

The red culture is mostly taken as the theme of the creative products of red cultural tourism in Hebei, the products are a heritage way of red culture; and digital technology is used in some of these creative products of cultural tourism, such as Xibaipo "AR" refrigerator stickers. The historical picture of AR scene reproduction can be obtained by scanning the code of mobile phone. Nowadays, human-computer interaction is realized in the creative products of red cultural tourism products by digital technology, which will also be the new

development direction of creative products of red cultural tourism in Hebei.

(3) Analysis on market demand and consumption trend of creative products of red cultural tourism

With the social and economic development, people's demand for cultural and creative products trends to be diversified and personalised. Most consumers are more inclined to buy products with cultural attributes, understand the revolutionary spirit of the red culture and historical content through the cultural and creative products. For example, the "General's Cup" of the Eighth Route Army 129th Division Memorial Hall, and the "Two Pragmatic Commitments" of the Xibaipo Memorial Hall all have certain practicality, and people can feel the inculcation of the red culture in their use. The cultural and creative products need to adapt to the current consumption concepts of young people, follow the laws of beauty and meet the current aesthetic demands of young people, and need to be designed with the Xibaipo "Red Star Shining" silk scarf, taking the iconic pattern of the Communist Party of China as the source of creativity, and show the Communist Party of China (CPC) people's firm revolutionary beliefs in the revolutionary era through visualization.

In terms of consumption, with the development of the Internet, many young people prefer online consumption, and e-commerce platforms are popular because of their price advantage, variety, ease of purchase and other characteristics, and can be customized to meet the unique products of the red cultural and creative industries for purchase, thereby meeting the diversified and personalized needs of consumers to a large extent. In contrast, offline is mostly based on experiential consumption, which reduces the desire to buy in the process of strolling through exhibitions or participating in red tours.

3. Opportunities and challenges for creative product innovation of Hebei red cultural tourism in the era of digital economy

(1) Opportunities for creative product innovation of Hebei red cultural tourism in the era of digital economy

① Opportunity for the era of cultural tourism

development

In the era of digital economy, the cultural tourism industry is ushering in an unprecedented era of opportunity. The Hebei Provincial Department of Culture and Tourism issued the "Promotion Plan for the Development of Creative Products of Red Cultural Tourism in Hebei Province", which states that: it is necessary to accelerate the development and transformation of red cultural resources, enrich the creative product system of red cultural tourism, stimulate the consumption potential of the creative market of red cultural tourism, and further promote a high standard and high quality development of Hebei's creative commodities of red cultural tourism, thereby providing policy guidance for the implementation of creative products of red cultural tourism. At the international level, with the help of the "the Belt and Road" to promote cultural exchanges, visa liberalization, the increase of international routes and other measures to boost the return of cultural tourism consumption. The state strongly supports the cross-border integration of culture and tourism with agriculture, sports, and health care industries, and also vigorously promotes the development of creative products of cultural tourism.

② Technological opportunities for technological development

Digital technology in the background of the digital economy era has enhanced the expressiveness and dissemination of red culture. On the one hand, VR, AR technology can reproduce the living revolutionary history scene; meta-universe, holographic projection and other technologies make culture come alive, and the technological models of projects such as Digital Dunhuang and Cloud Tour of the Forbidden City have broken down the barriers of time and space. On the other hand, big data technology helps scenic spot operation and management, and using big data to design red tourism routes based on crowd preference data, such as "Revisiting the Long March", can more accurately perceive the real needs of tourists and make relevant predictions, conducting real-time passenger flow detection and guidance for tourists.

③ Economic opportunities for market development

According to the statistical bulletin of the Ministry

of Culture and Tourism, the number of domestic residents travelling in 2024 reached 5.62 billion, an increase of 14.8% over the same period last year, and the total expenditure of domestic residents travelling is about 5.8 trillion. The cultural and creative economic value derived from the tourism industry is gradually being recognized by the outside world, ushering in a period of development opportunities. On the basis of the successful broadcast of Shijiazhuang's first large-scale immersive theatre "Shijiazhuang-1947", the promotion of theatre-related cultural and creative products, which has become another market trend. The creative products of red cultural tourism have begun to move from a "political mission" to a "market-driven". Under the joint action of policy support, prosperous consumption, and technological innovation, the creative products have become a new blue ocean for the development of cultural tourism economy. The "social benefits+economic benefits" of red cultural tourism will bring strong impetus to the revitalization of old revolutionary areas, cultural construction, etc., while driving domestic demand, expanding employment, and upgrading industries.

(2) Challenges for creative product innovation of Hebei red cultural tourism in the era of digital economy

① Imperfect application of digital technology infrastructure

In the era of digital economy, the imperfect application of digital technology infrastructure constrains the dissemination and industrialization process of red culture. As far as the construction of hardware facilities is concerned, most of the red venues in old revolutionary areas and remote areas have poor networks, low equipment performance, and fewer VR/AR equipment, which leads to some projects not being able to be completed, but such areas happen to be red culture towns, which restricts the dissemination of red culture; as far as the data resources are concerned, the distribution of the red tourism resources in Hebei Province is vast, with 188,800 square meters of red tourism resources spreading across the north and south by 765 kilometers, and the resources are scattered, leading to a lack of concentration of red tourism infrastructure; in terms of talent allocation, by establishing a "government, school, enterprise"

integrated training system, cultivating reserve talents, and systematically solving the problems of data fragmentation and talent shortage, Hebei can become a leading digital demonstration area of the national red cultural tourism in the next few years.

② Discrete cultural genes that lead to the homogenisation of the products

In the background of the era of digital economic development, there is a tendency towards homogenization in the cultural and creative products of red scenic spots, such as some creative products of red cultural tourism that only apply red cultural elements without delving deeply into the meaning and spirit of red culture. Some red scenic spots' keychains, badges, cultural shirts and other products only change their names or images, with similar styles. Scenic spot merchants obtain maximum economic benefits by reducing investment, so they blindly imitate popular red cultural and creative products in the market. So the current red cultural and creative products are basically identical and lack their own cultural attributes. On the one hand, there is a lack of systematic planning, the development of red cultural and creative products is not coordinated enough; on the other hand, there is a lack of innovation and the phenomenon of insufficient red gene refining.

③ Imbalance in the entertainment expression of the traditional red culture

Nowadays, the design of some cultural and creative products only focuses on the entertainment effect of the products, while ignoring the historical value and cultural kernel of the red cultural revolution, expressing heroes in a cartoonish or trendy way, and it is difficult to restore the images and spirit of the heroes; or the souvenirs are overly used with cartoon images or popular network texts, embellished with a small amount of red cultural elements. There are still some scenic spot merchants who, in order to attract flow, unilaterally interpret serious historical events and attract attention. Such cultural and creative products are a manifestation of imbalance in the entertainment expression. In addition, the wrong way to entertain the design of some cultural and creative products is also expressed in the cultural interpretation. For example, some works on the red theme, in order to win

the tourist's attention, pursue visual impact and use a large number of eye-catching fashion elements, resulting in a serious decline in the seriousness of the red culture itself, making the heroic deeds of the red history entertaining. The spirit of the red gene is difficult to inherit.

4. Innovation strategy of the creative products of red cultural tourism in Hebei in the era of digital economy

(1) Strengthen the digital empowerment, promote the digital upgrade of products

The digital empowerment for the digital upgrade of creative products of red cultural tourism in Hebei Province must be strengthened and the digital upgrade of products must be promoted. First, to create a digital infrastructure throughout the province, set up 5G + Beidou positioning network, develop and construct Hebei red cultural tourism exclusive cloud platform; second; second, to create a matrix of immersive products (panoramic VR live roaming, holographic interactive theatre, panoramic AR interactive guide, VR digital museum), focusing on the construction of Xibaipo Digital Memorial Museum Demonstration Project; third, to develop digital products: ① VR / AR immersive experience products, restoring the major scenes of red history; ② red digital collections and AI custom cultural creative products for young consumers; fourth, to establish intelligent management system, accurate marketing system, to create intelligent operation of scenic spots, personalized services for tourists. Through the construction of Hebei red cultural tourism, the income of digital products has been greatly increased, the stay time of tourists has become longer, more jobs have been created, and an influential digital demonstration zone of red cultural tourism in China has been built, realizing the transformation from resource advantage to economic advantage, making the transformation express the old red revolutionary scene in digital form, and making red culture full of vitality.

(2) Enhance the cultural and creative brand innovation based on the local culture

Construction of distinctive red cultural brand is an important way to enhance the local red culture. In the era

of digital economy, we will strengthen the integration of red cultural resources in the Hebei region. The government and schools will jointly build a red cultural gene bank, extract red cultural symbols such as "Xibaipo Spirit" and "Rush to Exam Spirit", create a series of red cultural IPs like Xibaipo cultural and creative brand, extract its "Two Pragmatic Commitments" and "New China Comes from Here" red value core, bring excellent red cultural stories into public life scenes, and tell the glorious history and heroic stories of the Party well. We should not only dig deep into the core of red culture, but also create brand culture IP, develop unique cultural products in the region by combining the traditional culture of Hebei, such as non-heritage paper-cutting, New Year's paintings, traditional folk festivals, etc.; promote the brand to the new media platform, and make use of the new media such as Xiaohongshu, Douyin, Wechat, etc., to promote the brand in multiple aspects and dimensions, and make the brand popularity known.

(3) Maintain academic rigour and coordinate innovative balance

When engaging in Hebei's red cultural and creative activities, they creators must be in awe and maintain a respectful attitude towards history and culture. They should examine historical characters, events, and plots in relevant historical materials in museums and libraries to ensure they are rigorous and evidence-based, and adhere to authenticity in their creations. For example, when designing cultural and creative products for the Ranzhuang Tunnel Battle, they should follow the real costumes, weapons, routes, and other elements of those years, and create representative cultural and creative works that reproduce the fearless revolutionary spirit of unity and progress of people. The design of Hebei's red cultural and creative products needs to be strictly controlled, and government cultural departments need to set up audit teams to check whether there is any imbalance in the entertainment of red culture in the products. If the product does not tell a complete historical story, distorts facts, or has overly cartoonish and exaggerated images, it should be rejected. Creators should also receive red education to enhance their sense of responsibility and mission, strengthen their red cultural

design concepts, and advocate for the healthy development of the cultural and creative market.

5. Conclusion

This research discusses the innovation of creative products of red cultural tourism in Hebei in the era of digital economic development, and discusses the status quo of Hebei's red cultural development, the dilemmas and opportunities it faces, and corresponding countermeasures for its solution is put forward. The era of digital economic development provides a huge development space for creative products market of red cultural tourism in Hebei, but creative products of cultural tourism in Hebei still have problems such as uncomplete digital technology, the loss of red cultural connotation, and the imbalance in red cultural entertainment expression. The development of the digital economy for the development of creative products of red culture provides an important technical tool, media carrier, display space and economic and social value function, meanwhile, the red culture provides spiritual impetus for the development of the digital economy, and the mutual integration of the two can burst out of a greater economic and social benefits, which is the need for the development of the cultural industry, but also the effective measures to strengthen the soft power of the state's culture and carry forward the red gene. In the future, we should focus on exploring how to strengthen the integration of culture and science and technology, and how to create a thought-provoking red cultural and creative industrial ecology that is tested by the market and meet the needs of the times.

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