

Analysis on the Characteristics of Performing Arts Creative Products under the Background of Cultural Tourism Integration

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Abstract: Performing arts creative products are important parts of performing arts products. Under the background of cultural and tourism combination, oriented by integration and innovation, melt traditional performing art forms into cultural inheritance, then seek the development path in innovation. While maintaining the characteristics of traditional performance products, the new one also derive corresponding characteristics of the times, mainly including novelty and diversity in form and content, cultural attributes of the product itself, locality and internationality, and consumer orientation, which introduced and analyzed in this paper.

Keywords: Culture; Tourism; Performing arts creativity; Products' features

1. Introduction

Under the background of the country vigorously advocating the development of cultural industry, it is worthy of common consideration that in what ways should practitioners in the performing arts industry create performing arts creative products which not only popular with the people and society, but also contribute to social and economic development. Tourism creative performance products refer to a kind of performance that in order to show tourists the local customs or cultural history in the specific area. The traditional mode of tourism development often creates independent scenic spots around the scenic culture of tourism destinations, with the lack of supporting related industries, thus resulting in isolated development trend. The way of only taking scenic spots as the center has limited space, which is difficult to guide the rapid development of regional tourism, so it is necessary to integrate resources.

2. Novelty and diversity forms and content

With the continuous development of the performing arts market, the consumers' demand and requirements for performing arts products are also constantly developing and changing. The innovation of form and content of performing arts creative products is urgently to meet the needs of the market. Whether it is tourism creative products, drama creative products, or music and dance creative products, all pursue novelty in form, and the diversity of content. Each performing arts creative product will integrate a variety of performing arts elements, and through advanced technology and the performance form of innovation, to break the imprisonment of the traditional performance mode.

Performing arts creative products integrate a variety of performing arts elements, which can effectively enhance their competitiveness and boost their attraction to consumers. For example, the famous one named "Impression·Third Sister Liu" is a model of innovation in form and content. The whole performance takes "Yangshuo Lijiang River" as the stage, combined with advanced technology, and through the ingenious use of the four seasons of the environment and climate characteristics of the "Lijiang River", it presented a large-scale song and dance performance with colorful and folk style.

Virtual reality technology and holographic projection technology are also commonly used in modern performing arts creative products, especially in large-scale performing arts activities. Virtual reality technology can heighten the audience's experience of authenticity while also help them break through the limitations of location and space. The novel forms and diverse contents of performing arts creative products not only cater to the development of the market and the needs of consumers, but also beneficial to the development of it, constantly stimulate new creativity and new inspiration, and maintain the creative vitality of the creators.

3. Cultural attributes of the product itself

In the final analysis, performing arts creative products are also an important part of the cultural industry. Therefore, all performance creative products are based on expressing and creating culture. Cultural attributes are also one of the important characteristics of performing arts creative products. Cultural attribute is a feature that cannot be ignored at any time. Profound cultural connotation and cultural heritage are the fundamental for the development and innovation of performing arts creative products.

Take large-scale performances as an example, such performing arts creative products will be affected by the cultural and historical background of the host site, so the performance will be cultural. For example, the large-scale live performance of "Millennium Love of Song City" in Hangzhou is the most obvious expression of cultural attributes. Based on the historical allusions and legends of Hangzhou, the product uses advanced lighting technology, image technology, sound technology and stage machinery, integrating

song and dance and acrobatics, presenting an excellent cultural and artistic feast. In addition, drama and Quyi art have a strong cultural attributes. No matter cross talk, opera or other forms of performing arts creative products are culture-oriented, with a strong cultural atmosphere and cultural atmosphere.

4. Locality and internationality

The so-called locality means that every performing arts creative product will be affected by the origin, the creator's own background, consumer regional characteristics and other factors. Besides, the characteristics of different ethnic groups, the differences in religious beliefs and so on, will give the local characteristics of performing arts creative products. For example, opera is divided into multiple kinds of operas, Peking Opera, Sichuan Opera, Huangmei Opera, Kunqu Opera and so on. For another example, in the tourism performing arts creative products, the content and form of performing arts are different in different regions and scenic spots. In fact, the local characteristics of performing arts creative products also show cultural diversity and development vitality. Owing to the local characteristics of performing arts creative products, it has created a variety of performing arts creative products.

The internationality of performing arts creative products refers to the gradual internationalization of the influence of performing arts creative products. Meanwhile, in the process of design and planning, performing arts creative products also absorb excellent experience and elements around the world. With the continuous development of world technology, intercontinental transportation is becoming more and more convenient. Consumers of performing arts creative products are not limited to one region, but there may be potential consumers all over the world. For instance, "Deyunsheng's" large crosstalk performance was held at the Melbourne Gymnasium, attracting more than 20,000 people. This is a positive manifestation of the international characteristics of the performing arts creative products.

5. Consumer orientation

In recent years, most of the creative products are consumer needs and requirements as an important reference. The primary problem of value innovation is to clarify customer needs and solve the problem of value content. In the market, the demand and requirements of consumers have an important impact on the development of the performing arts creative industry.

First of all, the consumer is the direct audience of the product. Consumers' attitudes and preferences towards products determine the sales of products and the development of the whole industry to a certain extent. Performing arts and creative industry belongs to an emerging industry. Its development is in its preliminary stage, and there are many obstacles in the process of development. If the performing arts creative industry wants to have a firm foothold and stable development in the market, it needs to fully consider the needs and requirements of consumers in the creation process of performing arts creative products. Then, performing arts creative products are more closely connected with consumers than with other products. In many types of performing arts creative products, the audience is also an important link that constitutes the overall performing arts creative products. Consequently, widely collecting and integrating the effective opinions and needs of consumers actually plays an important role in the development of performance creative products, and can continuously stimulate the innovation and change of performing arts creative products.

6. Conclusion

Performing arts creative products are the innovation and reconstruction of traditional performing arts products. In general, the vast majority of performing arts creative products usually use the existing advanced technology to reform and innovate themselves. Culture and tourism coexist and promote each other. The exhibition of performing creative arts products integrate into local cultural in tourist scenic spots, not only helps tourists experience the unique local customs in depth, but also drive the economic development of those areas. In this way, the scenic spots can continuously optimize, improve and form a virtuous circle of the evolution of performing arts creative products. Dig into the local historical and cultural connotation, firmly grasp the cultural advantages, adjust the industrial structure, and effectively transform the deepened subject object relationship into economic benefits, so as to create unique tourism performance arts creative products and better serve the re-innovation of it.

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