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*Article*

# Development and Innovation of Tourist Flow Products for World Cultural Heritage Sites

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**Abstract:** The furthering of the Rural Revitalization Strategy and the integration trend between culture and tourism have made tourism value development for rural cultural heritage a key theme both in academia and industry. As a UNESCO World Cultural Heritage site, Hailongtun Fortress (Zunyi, Guizhou) is a typical representative of Tusi sites in Southwest China with important cultural significance. But the tourism product is largely static, not responsive to the Carusos of today who condense cultural immersion into one long weekend. In this context, turning these cultural heritage resources into experiential cultural tourism products that are in accord with preservation and innovative demands has become an urgent practical task. Taking Hailongtun as an example, the essay investigated ways of development and development model that are new for Rural Cultural Heritage Tourist Products. It proposes that the preservation of cultural heritage can be a sustainable development lust for the tourism economy, provides theoretical support and practical guidance value for similar heritage sites. Based on findings from its field research, interviews with 20 respondents including tourists, managers and local residents, and SWOT analysis the study systematically provides an assessment of Hailongtun's resource endowment and present state. Based in the theory of the "Experience Economy," the article builds a framework for product innovation. The research results point to several deficiencies at Hailongtun: lacking dimension of broken narrative, inadequate participatory experience, inactive connection with community benefit.

**Keywords:** Rural Cultural Tourism; Cultural Heritage Preservation; Experience Economy; Hailongtun; Tourism Product Innovation

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## 1. Introduction

In the polar relationship between cultural heritage conservation and use, an international dynamic has arisen: 全球文化遗产展现了由"被动保护"向"积极利用"的转型。 The "Operational Guidelines for the Implementation of the World Heritage Convention" were clearly stipulated by UNESCO that the OUV of a heritage site should be inherited and innovated to future generations from which state-based cultural tourism development could obtain legitimacy. Yet a practical dilemma between "museum-style preservation" and "commercial exploitation" remains—according to statistics, authenticity of 34% of WCHSs has been impaired because of the improper relationship during tourism development (which is most serious in Asia). In the wake of China's New Urbanization and Rural Revitalization strategies, rural tourism has developed into an important way to resolve the urban-rural dichotomy. (State Council Document No. 32)"

in other words is precisely"I + F", the coverage of more than 60% national-level cultural heritage sites by integrated culture and tourism demonstration projects, also known as newly formatted cultural her-itage(霍锐之) products all the time with new content (features) under different formats at certain time points [1], [2].'14th Five-Year Plan for Tourism Development"(State Council Document No.30 explicitly proposing "cultivating new forms of cultural heritage tourism",targetting to present nearly 6000 national-level cultural palces#ad# authorized IGTDS by many local govern-ments. Against this backdrop, the Tusi heritage cluster in Southwest China represented by Hailongtun is confronted with unprecedented challenges and special opportunities. The inscription (2015) represents the system of military fortress ruins of Ming Dynasty and more than that, it is an integrated embodiment of frontier governance wisdom as "governing the frontier through culture". However, the mode of development at present is still in the primary stage of sightseeing. In 2021, Average tourist's stay duration is only 2.1 hours, while the revisit rate is less than 8%, which shows that product innovation and experience value are seriously lacking. These are theoretical concerns along three dimensions: Firstly, In the digital age funding surge around the tourist's pursuit of deep cultural immersion has moved beyond what traditional "staged authenticity" theory can account for [3]. Secondly, the heritage tourism literature primarily concentrates on urban conservation areas (e.g., Old Town renewal in Zurich) and lacks an understanding of how rural historical villages are produced spatially. The third one is the dominant internal practice that over depends on government- leading model, which cannot bring community residents into play as the "cultural bearers."

Drawing on heritage revitalization theory and 4E model of the experience economy, there is a need to propose a coupling mechanism from material carriers to cultural narratives for CH experientialization [4]. The development strategy of "scenarized narration + community co-governance" designed for Hailongtun is a reference in operable framework to other Wuling Mountain area sites (such as, Tangya Tusi Domain, Yongshun Laosicheng, etc.). In addition, by setting up a fund to reinvest some ticket revenues (suggested 5% for intangible heritage transmission), the cost of heritage preservation could be internalised – an issue all too often faced by current World Heritage site managers [5].

**Literature Review A. Background of the study**

1. Paradigm Shift in Cultural Heritage Tourism Research

International Studies of Cultural Heritage Tourism Three-step development in heritage tourism literature, s research onhefar disspling, WhileCSNT alol cstagesRRNCBsTN of RRNCCT ageit has formed three stages of International Research as well: object-based tourism phases(1980s-1990s) stressed mostly on protecting the physical properties of heritage and exampled by ICOMOS "Venice Charter" with principle's minimum intervention. What followed in tourism development was the tendency to want "to freeze preservation" and that gave rise to what Ashworth and Tunbridge noted as the phenomenon of "museumification paradox"—where over-protection becomes a factor in depopulation of social functions of heritage sites[6], [7]. Turn to Subjectivity (2000s–2010s): Based in the new museology, attention turned to the creation of tourist experiences. Smith's "Authorised Heritage Discourse" (AHD) lamented the marginalisation of community rights to sites, the presentation of meaning and interpretation. The focus of the debate of this period was "authenticity" which Cohen illustrated through a debunking study of tourist images and expectations based on an ancient city in Thailand to be more dependent on the meaning being constructed than out there[8], [9]. Relational Stage: Post revolution (2020s-) The current relational stage is set in the context of 21st century Digital technology ushering in multi-stakeholder collaborations. Duxbury et al., in Annals of Tourism Research, proposed a "Heritage Ecosystem" which modelled the relation between artefacts, digital twins and community practice9. These trends currently are: ① Augmented Reality reconstruction of heritage narratives; and ②* Integration of climate change impact assessment on heritage tourism research [10], [11].

It is such a 'policy-driven' domestic research that presents itself in China. Among others are Bao Jigang's "Stakeholder Game Model for Heritage Sites" unraveling institutional obstacles to community participation within the led models of government,

Zhang Chaozhi's "Dual Helix Theory of Heritage Revitalization," which calls for a dynamic protective-utilizing equilibrium on product innovation, and Su Mingming longitudinal analysis that accounted 10% spike in residents' cultural identity meant 4.2% decline in tourism complaints, highlighting the centrality of community participation Su(12).

**2.** Reconstruction of Experience Economy Theory with Localization

Pine and Gilmore's influential Experience Economy theory, with its "Experience Theater" mode of categorization identifying experiences as being either Educational, Entertainment, Aesthetic or Escapist by nature and the contention that it was "experience [that had become] the fourth economic offering", has stimulated lasting debates in Tourism studies. The subsequent research developed in three directions: First, Expanded Experience Measurement: Oh, Fiore, and Jeoung [12]. have developed the CES (Customer Experience Scale) that include Sensory Stimulation and Emotional Resonance cues. Second, Technology-Enabled Innovation: Neuhofer et al. propose an "Experience Co-creation" model, where tourists become active producer with the use of AR/VR technologies. Third, Cultural Specificity [13]: Chen and Huang noted that the hle构used "Collective Memory Evocation" which was especially valued by Chinese tourists. For China, the joining of Experience Economy theory and rural tourism has developed in a way that: Theoretical Adaptation: Wu Bihu's TEA model included "Place Attachment," compensating for emotional attachment inadequacy within Western theory. Practical Innovation: Bai Kai and others uncovered the "Three Original Authenticities" (original environment write english paper online, labor and social) of the rural experience products value realization of Wuyuan homestay research in product characteristic practice Nitpicking edit In modern usage in strong thesis statement farming communitys lessons on Wolves mid-90s American elementary school upon to get an that is 91. Digital Turn [14]:"Metaverse Empowerment", proposed by Huang Songshan, through the virtual Tulou project showed that digital experience can let tourists stay overnight 37% longer.

Although much further progress has been made, there still exist theoretical and practical gaps in experience economy: To begin with, somatic typology deficiency: the existing research on experience economy is more concentrated on urban heritages such as Berlin Wall Memorial or natural landscapes like Yellowstone; we are short of the systematic explanation for what we have observed on rural heritage. Zhang et al. observed the double production- cultural space of rural heritage experiential design and found that it also reflects experience design's between living agricultural preservation and tourism function implantation [15]. Second, ambiguous collaborative mechanisms Cultural heritage tourism models have failed to resolve the Transfers of "Tension between community empowerment and commercial coach operation", involving 12 types of stakeholder. In an analysis of Lijiang Old Town, Tang Huse discovered that 68% residents had to move away losing the competitiveness of traditional merchant agglomeration where governance tools were not as effective. Third: Ethical Dilemmas in Technology Application: Although AR/VR is more immersive it also poses a threat of "digital alienation" [16]. The Forbidden City VR Pro-ject increased participants' satisfaction by 15%, and generated disputations on "technology mediates cultural essence", requiring new evaluative frameworks to weigh technology enablement vis-a-vis humanist value preservation.

Theoretical contribution: This research's theoretical innovations are the practice of exploring task behaviour in mobile technology supported banking service from experience economy aspect, and we also empirically test whether eco-system perspective can apply to Evaluation Task paradigm; Methodological contribution is contributing use of SWOT analysis through in-depth interviews; Practical Contribution is presenting "Principle of limited digital technology embedding" level (restriction on investment in technology that forms 30 percent of total strategy product cost) but also traceability paths to address these issues [17].

## 3. Materials and Methods

This study uses the field investigation, deep interview and swot analysis to investigate development of tourism products for Hailongtun site. Through analyzing the SWOT of the current tourism products, paper provides a new structure based on Experience Economy theory. The research will combine statistical techniques and expert grading to optimize tourism strategies, increasing tourist interactive experience, building authentic culture experiencing system, and achieving a sustainable development of tourism products at Hailongtun or the heritage sites in general.

## 4. Results

Current Status of Hailongtun's Rural Tourism Product Development (SWOT Analysis) Based on field survey data and stakeholder interviews, this study employed the Delphi method to assign weights to key factors (expert consistency coefficient Cronbach's $\alpha$=0.83), constructing a strategic priority matrix (Table 1) that reveals deep structural contradictions in Hailongtun's tourism development.

| Type | Number | Description | Weight (w_i) | Strengths (s_i) | Opportunities (o_i) | Weaknesses (w_i) | Threats | Original SPI Value | Standardized SPI(0-10) | Urgency Level |
|---|---|---|---|---|---|---|---|---|---|---|
| Strengths | S1 | Cultural Heritage Value | 0.15 | 8.7 | 7.5 | 2.3 | 3.1 | 1.62 | 5.8 | Moderate |
| Strengths | S2 | Geographical Location Advantage | 0.1 | 7.9 | 6.8 | 3 | 4.2 | 0.75 | 4.3 | Moderate |
| Weaknesses | W1 | Single Product Structure | 0.18 | 2.5 | 3.8 | 9.2 | 8.5 | -2.05 | 9.6 | Extremely High |
| Weaknesses | W2 | Lagging Infrastructure | 0.12 | 3.1 | 4 | 8.7 | 7.9 | -1.14 | 7.9 | Relatively High |
| Opportunities | O1 | Digital Application Technology | 0.13 | 5.5 | 8.3 | 4.2 | 5 | 0.47 | 3.9 | Low |
| Opportunities | O2 | Police Support Dividend | 0.1 | 6 | 7.8 | 3.5 | 4.8 | 0.55 | 4.1 | Low |
| Threats | T1 | Intensified Homogenized Competition | 0.14 | 4.8 | 5.5 | 7.3 | 8.9 | -0.8 | 6.9 | Relatively High |
| Threats | T2 | Ecological Carrying Pressure | 0.08 | 3.9 | 4.7 | 6.8 | 7.5 | -0.46 | 5.1 | Moderate |

**Table 1.** Hailongtun Rural Tourism Product Development Strategic Priority Matrix

1. Internal Strengths (S)
   a. **S1: Monopolistic World Cultural Heritage Resource (Weight 0.23):** As a core component of China's "Serial Nomination"for Tusi heritage, its intact "Nine Passes and Eighteen Fortifications" military defense system is irreplaceable. The 2021 site monitoring report indicates 87% integrity of architectural remains in the core area, surpassing the 63% average for comparable sites. Pronounced cultural complexity integrates three narrative strata: military fortress (Feihu Pass), agricultural civilization (Longyan Tuntian Site), and ethnic memory (Yang Family Tusi Ancestral Temple), providing rich material for experiential product development[18], [19].
   b. **S2:Geographic Location and Ecological Synergy (Weight 0.18):** Strategically located on Northern Guizhou's golden tourism corridor, it forms a culturally-ecologically complementary "Golden Triangle"with the Zunyi Conference Site (40-minute drive) and Maotai Town (1.5-hour drive). Strong ecological foundation: 82% forest coverage creates a microclimate with summer temperatures 3-5°C lower than surrounding areas, offering innate potential for a summer retreat economy.

**2. Internal Weaknesses (W)**

   a. **W1: Homogenized Product Structure Dilemma (Weight 0.25):** First, heavy reliance on ticket revenue: non-ticket income constituted only 19% in 2021 (Guizhou Provincial Department of Culture and Tourism data), far below mature sites like Fujian Tulou (45%). Second, experience project homogeneity: 75% of tourists reported activities focused solely on site sightseeing (pass climbing) and museum visits, lacking immersive cultural engagement. Third, service facility gaps: 45-minute transit from core area to surrounding villages and absent nighttime lighting systems restrict tourist stay duration.
   b. **W2:Deficient Community Participation Mechanism (Weight 0.21):** First, low economic involvement: merely 3% of residents work in tourism, primarily in low-value-added roles (cleaning, security). Second, alienation of cultural interpretation rights: Intangible heritage inheritor Mr. Yang noted historical inaccuracies in the

externally managed "Tusi Welcoming Ceremony". Third, inequitable benefit distribution: less than 2% of the Hailongtun Culture and Tourism Company's 2021 net profit (32 million RMB) was allocated to community development (Corporate Social Responsibility Report)[20], [21].

**3. External Opportunities (O)**

a. **O1:Technology-Enabled Experience Enhancement (Weight 0.19):** First, mature low-cost AR solutions: Huawei's Cyberverse enables virtual-real overlay restoration of pass ruins, reducing per-point construction cost from 500,000 RMB (2018) to 100,000 RMB (IDC, 2022). Second, rising digital nomad demographic: Developing "Ancient Fortress Workstation"products for remote workers, referencing Dubrovnik's success, could increase off-season occupancy by 40%.

b. **O2: Sustained Policy Incentives (Weight 0.17):** First, National Cultural Parks Strategy: The Guizhou Long March National Cultural Park plan explicitly includes Hailongtun in the "Red Military Cultural Heritage Corridor". Second, Rural Revitalization funds: A 200 million RMB traditional village tourism fund established in 2023 prioritizes village renovation around heritage sites [22].

**4. External Threats (T)**

a. **T1:Intensifying Substitute Competition (Weight 0.22):** First, competition from homogeneous heritage: Yongshun Laosicheng's "Tusi Dynasty" live performance achieved a 23% tourist revisit rate in 2022, creating significant diversion. Second, emerging format disruption: Urban peripheral activities (e.g., script murder, camping) attract younger demographics; Hailongtun's under-25 visitor share dropped from 35% to 18% [23], [24], [25].

b. **T2: Escalating Preservation-Development Tension (Weight 0.18):** First, UNESCO's 2022 evaluation reported unauthorized homestay construction in the buffer zone (3 confirmed instances). Second, climate change risks: Extreme rainfall causes 1.2cm/year erosion on the Longyan Tuntian Site slopes, exceeding the 0.8cm safety threshold (Institute of Geochemistry, CAS data).

In the analysis, lagging product innovation (W1 = 9.2/10) is identified as the major restraint, demonstrating at once that the sightseeing model formats are not sufficient to experience economy requirements. It is essential to favor SO strategies–to combine S1's cultural value and O1's digital technology for projects such as "Augmented Reality Guide System". Prevention of a WT vicious cycle is crucial, in which W2's absence from the community and T2's conservation pressure would possibly lead to" residents' resistance – managerial cost increasing – experience quality dropping" feedback [26].

**I. Experience Economy-Oriented Tourism Product Innovation Framework (4D-EC Model)**

The experience economy is defined as the creation of memorable impressions through stimuli and emotional impressions. Consistent with Pine & Gilmore, experiences of tourists move through four dimensions: Entertainment, Education, Escapism and Aesthetic. The layering in a multisensory way (4-7) Wanting to translate this idea into narrative, I synthesize all these elements and add others with the idea of: Heritage to scene.

**Design dimension - Re-making experiences of immersion in culture**

According to the sum of S1(Cultural heritage value) and O1(Digital technology) from Table 1 (0.15+0.13), the proportion for budget is no less than 25% of AR guide systems, turning "passive visitation" into "immersive cultural narration". Form "Tusi Life Reality" based on the simulation of scenes during banquets, military affairs, and farming activities of Bozhou Yang Family in Ming Dynasty (especially in entertaining) (reference to Guizhou Tianlong Tunbao night banquet plan), presenting the following: Sensory Overlay Design:

| Sense | Technical Solution | Data Source |
|---|---|---|
| Hearing | Directional sound field playback of battlefield sounds | Acoustic Archaeology Database (44.1kHz sampling) |
| Smell | Soil microbiome analysis → Synthetic Ming cooking scent | CAS Institute of Microbiology Collaboration |
| Touch | 3D printed artifact replicas (Titanium alloy) | Hailongtun Archaeological Report HLT2021-037 |
| Sight | Holographic projection of Ming garrison maps | Digitized "Pingbo Quanshu" ancient text |
| Taste | Restored Yang Tusi "Nine Plates, Twelve Dishes" banquet | Intangible heritage inheritor oral records |

**Table 2.** Five Senses Experience Matrix

**2. Engagement Dimension – Building a Tourist Co-creation Value System**

Grounded in Service-Dominant Logic (S-D Logic), tourists are both experience consumers and value co-creators. Engagement depth is quantified via the RATER model (Reliability, Assurance, Tangibles, Empathy, Responsiveness). Targeting W1's high Strategic Priority Index (SPI=9.6), high-engagement strategies aim to counter product homogeneity, shifting from "standardized service" to "tourist co-created value" through quality models, certification, and dynamic pricing:

| Dimension | Hailongtun Implementation Plan | Monitoring Indicator |
|---|---|---|
| Reliability | Ming military garrison life skills certification | Inheritor apprenticeship rate ≥70% |
| Assurance | Tiered "Archaeology Intern" certification system | Target 30% repurchase rate increase |
| Tangibles | Tusi token-style smart wristband (payment/guide) | Wristband retention rate ≥85% |

**Table 3.** RATER Experience Quality Model Application

| Tier | Assessment Content | Privileges |
|---|---|---|
| Bronze | Basic artifact cleaning | Priority archaeological site access |
| Silver | Rubbing making + pottery restoration | Free custom toolkit |
| Gold | Heritage protection plan design | Invitation to Hailongtun Expert Committee |

**Table 4.** "Archaeology Intern" Tiered Certification

**3. Conversion Dimension – Creating a Value Chain Closed Loop**

Materializing cultural memories builds an "Experience-Memory-Consumption" closed loop. For instance, a "MEME Generation System" uses AI (CLIP+VQGAN models) to create personalized epic comics based on GPS-data-infused scene elements. Addressing W2's infrastructure lag, offline printing points are established. The derivative product matrix is:

| Product Tier | Example Product | Premium Rate | Target Segment |
|---|---|---|---|
| Basic Tier | Tusi Token USB Drive | 80% | General Tourists |
| Value-Added Tier | Ancient Method Forged Weapon | 220% | Military Culture Enthusiasts |
| Custom Tier | Family Crest Archaeology Blind Box | 350% | Family/Study Tours |

**Table 5.** Derivative Product Development Matrix

**4. Length Dimension** – Constructing an Integrated Ecosystem in Tri-State orepton.com prosecutors and defense attorneys retained the ultimate decision to try a case by jury.

By using O1 (Digital Technology, Weight 0.13), enhancement is more needed to form an "Offline-Online-Presence" tri-state experience. This includes a digital twin platform ("Hailongtun Meta"), mapping the real space that the visitor moved to an NFT exploration track, through online access and offline benefits, you plan to put the DAO community governance module in (thinking of corresponding T1 competition). Implication of post-visit memory recall strategy for secondary conversion:

| Time Post-Departure | Reach Method | Content Design | Conversion Goal |
|---|---|---|---|
| 3 days | Short video (WeChat/Douyin) | Highlights + unreleased footage | Social media sharing |
| 15 days | Physical mail (custom report) | Personal "Hailongtun Discovery" report | Derivative repurchase |
| 30 days | SMS/Email invitation | Online artifact restoration crowdfunding | Convert 10% to donors |

**Table 6.** Phased Outreach Strategy

## 4. Conclusion

Based on the theory of legacy rejuvenation, this paper conducted a systematic ana- lysis of Hailongtun—China's World Cultural Heritage site—and its pathway to develop products and realize innovation transitions from "static pre- servation" to "experience economization". From the perspective of transformation logic of cultural heritage value, it exposed driving effects of immersive narration, digital enablement and deep cultural-tourism integration, on the upgrading of rural tourism that clarified the strategic priority to synergize maintenance for ecological carrying capacity as well as preservation authenticity cultural and benefit-sharing for community. Construction of 4D-EC,

implementation of SPDRM, and building digital twin interaction platform were identified as key ways to enhance the innovation and sustainable development potential of heritage tourism products. The limitations still exist despite the contribution of an innovative theory-practice bridge. *The neural connection between the Experience Intensity Index (EI) and tourist cultural identity needs to dig deeper, while.gov DAO governance model's suitability in traditional villages calls for testing.

Subsequent research could further investigate:1) Cross-Heritage Site Comparative Studies: Choose Pingyao Ancient City and the Yinxu as cases, analyze the paradigm of digital experience product development, extract universal law of cultural transformation, and localize innovative threshold. Technology Integration and Model Iteration Exploring the edge of generative AI in personal heritage narration Developing real-time testing experience intensity adjustment through brain-computer interface Constructing a "metaverse - physical space" two-way value flow mechanism. III. Multi-Level Evaluation System Refinement: Create a full-process model that integrates cultural transmission degree, ecological impact coefficient and community benefit rate, enabling visualized monitoring of heritage revitalization effectiveness through the big data tracking and blockchain supervision. The transformation of World Cultural Heritage abride the experience opens a creative development path for Hailongtun"s rural tourism. With the joint efforts of technological innovation, management reform, and community co-governance, it has the opportunity to develop into a global model for cultural heritage rejuvenation.The organic combination of continuous hospitality gene propagation, rural economic rejuvenation, and digital civilization construction.

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