

Research on the Driving Path of Cultural Integration around Animation and Cultural Tourism Industry to Urban Renewal Mechanism

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Abstract: This paper focuses on the research on the driving path of cultural integration around animation and tourism industry to urban renewal mechanism. Under the background of urbanization and cultural industry development, this paper analyzes the relevant theoretical basis, discusses the mechanism of the integration of animation surrounding culture and cultural tourism industry, and deeply analyzes its driving path to urban renewal mechanism. It is found that the integration of the two is based on the basic conditions such as culture, market, technology and policy, and is realized through various modes and ways. In the aspect of driving urban renewal, it has an impact from spatial renewal, economic development, cultural inheritance and innovation, social development and other dimensions, changing urban spatial form, optimizing industrial structure, inheriting innovative culture and improving residents' quality of life. It can be seen that the integration of animation surrounding culture and cultural tourism industry provides new ideas and impetus for urban renewal, which is of great significance to promoting urban sustainable development.

1. Introduction

With the acceleration of global urbanization and the vigorous development of cultural industries, urban renewal has become a key issue of urban sustainable development [1]. Urban renewal is no longer limited to the transformation of material space, but also the deep remodeling of urban economic, cultural and social structure [2]. At the same time, the surrounding culture of animation, as an emerging force in the cultural industry, shows great development potential with its rich creative content and strong fan effect. The cultural tourism industry plays an increasingly important role in urban economic development because of its ability to integrate cultural resources and expand the tourism market [3].

In this context, the integration of animation surrounding culture and cultural tourism industry has become a new trend. This integration not only opens up a new path for the development of the two major industries, but also provides a new driving force for urban renewal [4]. The creative elements contained in the surrounding culture of animation can endow the cultural tourism industry with more attractive cultural connotations and experience forms. The broad market platform and resource integration ability of the cultural tourism industry have created favorable conditions for the spread and expansion of the surrounding culture of animation [5].

However, at present, the research on the driving path of cultural integration around animation and tourism industry to urban renewal mechanism is still weak [6]. Most studies focus on the influence of a single industry on a certain aspect of urban development, and there is a lack of in-depth discussion on how to systematically affect the urban renewal mechanism after the integration of the two. The purpose of this study is to fill this gap, and deeply analyze the driving path of cultural integration around animation and tourism industry to the urban renewal mechanism, with a view to helping the city to achieve synergy in cultural inheritance, economic development and spatial optimization, and to create a more dynamic and distinctive urban image.

2. Related theoretical basis

As an extension of the animation industry, the surrounding culture of animation covers all kinds of products and related cultural phenomena derived from the animation image [7]. The surrounding culture of animation is unique, which is highly dependent on the original animation works and has strong correlation; Its product forms are diverse, which can meet the needs of different audiences and show a wide range of audience adaptability.

The cultural tourism industry is the product of the deep integration of cultural industry and tourism industry. According to the theory of industrial integration, the cultural tourism industry broke the traditional industrial boundary and realized the organic integration of cultural resources and tourism elements. Its theoretical core lies in that culture endows the soul for tourism, and tourism provides the communication carrier for culture [8]. The cultural tourism industry has comprehensive characteristics, involving food, housing, transportation, travel, shopping, entertainment and other fields. Through the extension and expansion of the industrial chain, it will promote regional economic development and promote cultural inheritance and exchange.

The theory of urban renewal has experienced multi-stage development. This theory emphasizes the organic renewal of the city, that is, respecting the historical and cultural context of the city and transforming and upgrading the city in a gradual and sustainable way. Urban renewal aims at improving urban quality, enhancing urban vitality, meeting residents' demand for a better life and realizing the sustainable development of the city. According to the theory of industrial integration, under the impetus of technological innovation, market demand and policy support, the boundaries between different industries are gradually blurred, realizing resource sharing, complementary advantages and coordinated development. For the surrounding culture of animation and the cultural tourism industry, technological innovation makes the surrounding culture of animation integrate into the cultural tourism experience in a novel form; Market demand urges consumers to pursue more creative and cultural tourism products and promote the integration of the two; Policy support provides a good development environment for industrial integration.

3. The mechanism of the integration of animation peripheral culture and cultural tourism industry

3.1. The basis and conditions of integration

The integration of animation peripheral culture and cultural tourism industry has a solid foundation. From a cultural perspective, the surrounding culture of animation carries rich cultural connotations with unique stories and role images, which are complementary to the local culture, history and culture on which the cultural tourism industry relies [9]. From the market point of view, the two have a common consumer group-people who pursue cultural experience and personalized consumption. With the upgrading of consumption, consumers' demand for products with both cultural creativity and tourism experience is increasing, which provides a broad market space for integration.

Technological progress is the key driving force for the integration of the two. With the development of digital technology and multimedia technology, the surrounding culture of animation can be integrated into the cultural tourism scene in a richer form. Policy support has also created a good environment for integration, and local governments have introduced policies to encourage the integration and development of cultural industries and tourism industries, facilitating the project landing and enterprise cooperation.

3.2. Mode and approach of integration

There are many modes for the integration of animation surrounding culture and cultural tourism industry, such as theme park mode, animation town mode and cultural tourism performing arts mode (see Table 1 for details).

Integration approaches mainly include product integration, marketing integration and operation integration. Product integration is to integrate the surrounding elements of animation into tourism

products, such as developing animation-themed tourist souvenirs and special catering. Marketing integration uses the communication channels and fan base of animation surrounding culture, and combines the marketing means of cultural tourism industry to carry out joint promotion activities. Operational integration emphasizes the integration of resources and management experience of both parties in the process of project operation to improve operational efficiency and service quality.

Table 1 Comparison of Integration Models of Anime Peripheral Culture and Cultural Tourism Industry

Integration Model	Characteristics	Advantages	Challenges
Theme Park Model	Centered around well-known anime IPs, with comprehensive functions	Strong brand influence, high ability to attract tourists	High construction costs, difficult operation
Anime Town Model	Integrating local characteristics to create anime-themed towns	Promoting the integration of local and anime cultures, driving regional development	Long development cycle, requiring continuous investment
Cultural Tourism Performance Model	Showcasing anime content through stage performances	Providing unique cultural experiences, spreading anime culture	High requirements for performance creativity and quality, fierce market competition

3.3. The impact of integration on industrial development

This integration has brought many positive effects to the cultural industry around animation and the cultural tourism industry. For the cultural industries around animation, it broadens the market space and enhances brand awareness. Through the integration with the cultural tourism industry, animation peripheral products have expanded from traditional retail channels to tourist attractions, theme parks and other places to reach more potential consumers. For the cultural tourism industry, it enriches the cultural connotation and enhances the differentiated competitiveness of products. The creative elements of the surrounding culture of animation make the cultural tourism project more attractive and meet the individual needs of consumers.

The integration process also faces challenges. For example, there may be some problems in the process of integration, such as the lack of cultural connotation and the disconnection between product design and market demand. Cross-industry integration needs professional talents and management experience, and the shortage of talents may restrict the development process of integration.

4. The driving path of cultural integration around animation, cultural tourism industry and urban renewal mechanism

4.1. Space update drive

The integration of animation surrounding culture and cultural tourism industry can effectively promote the renewal of urban space. By creating animation theme space, old urban areas or idle space can be activated and utilized. Table 2 shows the changes of different types of space before and after renovation.

This spatial renewal not only changes the physical form of space, but also reshapes the cultural atmosphere and economic function of space. Taking the cartoon theme commercial street as an example, its unique architectural style and decoration full of cartoon elements create a dynamic and creative space environment, attract a large number of consumers, and then enhance the commercial value and attractiveness of the surrounding areas. At the same time, the creation of animation theme space can also promote the diversified development of urban space, meet the needs of different

groups of people for the use of space, and enhance the vitality and interest of urban space.

Table 2 Comparison of Anime-Themed Space Renovation Cases

Space Type Before Renovation	Location	Existing Problems	Space Function After Renovation	Driving Effect on Surrounding Areas
Abandoned Warehouse	Urban Fringe Area	Dilapidated and idle, affecting the surrounding environment	Anime Theme Exhibition Hall, regularly hosting anime peripheral exhibitions	Attracting tourists, driving the development of surrounding catering and retail industries
Old Commercial District	Old Downtown Area	Outdated business formats, low foot traffic	Anime Theme Commercial Street, gathering anime peripheral shops	Enhancing the vitality of the district, promoting the appreciation of surrounding properties

4.2. Economic development drive

The cultural integration around animation and cultural tourism industry has a significant driving effect on urban economic development. On the one hand, integration has promoted the optimization and upgrading of industrial structure. The industrial structure of traditional cities may be dominated by manufacturing or traditional service industries. As an important part of cultural and creative industries, the integration of animation surrounding culture and cultural tourism industry can inject new vitality into the urban economy and promote the development of industries in a high value-added and knowledge-intensive direction. Table 3 reflects this changing trend:

Table 3 Comparison of Changes in Urban Industrial Structure (Before and After Integration)

Industrial Type	Proportion in Urban GDP Before Integration	Proportion in Urban GDP After Integration	Reasons for Change
Manufacturing Industry	35%	28%	Partial transformation or relocation of manufacturing enterprises, with resources tilted towards the anime-cultural tourism integration industry
Traditional Service Industry	30%	25%	The anime-cultural tourism integration industry drives the development of emerging service formats, diverting a portion of the traditional service industry's share
Anime Peripheral Culture and Cultural Tourism Integration Industry	5%	15%	Policy support and market demand drive the rapid development of the industry

On the other hand, integration has promoted consumption upgrading. The unique creativity and experience brought by the surrounding culture of animation attract consumers to pay higher prices for products and services with cultural connotation and personalization. The integration of animation surrounding culture and cultural tourism industry has also attracted a lot of investment, including infrastructure construction, project development and other aspects, further promoting urban economic development.

4.3. Cultural inheritance and innovation drive

In terms of cultural inheritance, the surrounding culture of animation can be deeply combined

with the local culture of the city. Anime characters and stories can be created based on the city's historical culture and folk customs. Through the spread of animation peripheral products and cultural tourism projects, more people can understand and know the traditional culture of the city. In terms of cultural innovation, the creativity of the surrounding culture of animation injects new elements into urban culture. The unique artistic style and narrative style of animation collide with urban culture, resulting in new forms of cultural expression. Cultural activities and creative exhibitions with animation themes are constantly emerging, which enrich the cultural life of the city, enhance the innovation and vitality of the city culture, shape the unique cultural brand of the city, and enhance the sense of identity and belonging of the city culture.

4.4. Social development drive

The cultural integration around animation has a positive impact on the development of urban society. In improving the quality of life of residents, a variety of animation and cultural tourism projects provide residents with more leisure and entertainment options and improve their living environment. In terms of promoting employment, the integrated industry involves many fields, from animation creation, design and production of peripheral products, to the operation and service of cultural tourism projects, creating a large number of jobs, covering people with different skills and education levels, and alleviating the employment pressure in cities. At the same time, the development of integrated industries can also promote community development and enhance community cohesion.

5. Conclusions

This study deeply discusses the driving path of cultural integration around animation and cultural tourism industry to urban renewal mechanism, and draws the following important conclusions. First of all, the integration of animation peripheral culture and cultural tourism industry has a solid foundation and diverse models. The complementarity of culture and market, technological progress and policy support create conditions for integration, and various integration modes such as theme parks and animation towns enrich the industrial development form. Secondly, this integration plays a significant role in many aspects of urban renewal. Spatially, urban renewal projects activate old and idle spaces and reshape urban spatial functions and cultural atmosphere; In the economic field, policies guide the optimization of industrial structure and promote consumption upgrading and investment growth. Culturally, local governments not only inherit urban local culture, but also realize cultural innovation with creativity and create unique cultural brands. In terms of social development, the public service system improves the quality of life of residents, creates a large number of jobs and promotes the harmonious development of communities.

However, the integration process also faces some challenges, such as insufficient excavation of cultural connotation and shortage of talents. Based on this, in order to further promote integration and urban renewal, the government should strengthen policy guidance and improve the mechanism of talent training and introduction; Enterprises need to deepen the understanding and excavation of cultural connotation and improve the quality of products and services.

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