

Exploration of Artistic Expression of Dayu Cultural Resources from the Perspective of Cultural Tourism Integration

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Abstract

The author's article mainly focuses on the artistic transformation of Dayu cultural resources through the integration of culture and tourism. It mainly elaborates from four aspects: landscape design, performance, cultural creativity, and digitalization. From the perspective of the integration of traditional culture and tourism industry, the author considers how to break through the artistic barriers in Dayu culture, integrate culture and tourism into a journey, and add a story while experiencing culture, which plays a certain role in promoting the development of cultural tourism integration.

Keywords

Dayu culture; Integration of culture and tourism; Artistic expression; Landscape design; Communication Strategy

1. The core value of Dayu cultural resources and the foundation of cultural tourism integration

1.1. Analysis of the Spiritual Connotation and Heritage Elements of Dayu Culture

The Yellow River Basin is one of the birthplaces of Chinese civilization and the spiritual home of the Chinese nation. The inheritance and innovation of Yellow River culture have important practical significance. The inheritance of Yu culture is divided into two parts: material culture and intangible culture, with the core of the legend of water control and the typical legend of water control culture, the wisdom of overcoming nature, the spirit of cooperation and cooperation, and the people-oriented ideology. The Yu Mausoleum, Yu Temple, and other historical sites related to water management are part of the material aspect of Yu's cultural heritage. Inscriptions, bronze ware, and stone tablets related to water management are part of the material aspect of Yu's cultural heritage. Folk legends, ancestor worship activities, and folk songs are part of the intangible aspect of Yu's cultural heritage. They

are a cultural tourism integrated resource with a sense of history and can inspire people.

1.2. Research on the Practical Significance of the Inheritance of Dayu Culture from the Perspective of Cultural Tourism Integration

The integration of culture and tourism has transformed the Dayu culture into an artistic environment, and tourism has become an activated environment. By integrating scenes and experiences, we can transform what we gain from culture into tangible tourism projects. At the same time, the cultural spirit of Dayu culture can also give cultural labels to tourism projects, enhance cultural added value, and strengthen the cultural market value of tourism projects. The mutual promotion between the two is conducive to the modernization transformation of traditional culture and the transformation of the cultural tourism industry from a sightseeing economy to a cultural experience economy.

1.3. Research on the Demand for Contemporary Art Expression in Dayu Culture

Digital technology provides a revolutionary way for the reproduction and dissemination of the cultural heritage and art of Dayu. Digital technology not only integrates traditional culture with modern technology, breaking the difficulties encountered in the transmission of traditional culture, but also creates a new, immersive, and interactive cultural experience. From the perspective of film and television, high-definition CG special effects make the prehistoric scene in the documentary "Dayu's Water Control" appear before our eyes. In terms of gaming, motion capture technology is used to vividly present every labor action of the ancestors during water control. In the game "Yuji", players can experience the hard work of the ancestors when they used carts to build dams with sensory devices. In cultural and tourism projects, relying on 5G+VR The "Yu Xing Jiuzhou" virtual roaming created by technology can allow you to truly experience the situation of ancient people's flood control projects.

The development and iteration of digital technology provide opportunities for the innovative development of traditional culture. To find a good place to live, the three conditions of technological empowerment are not just vests, cultural authenticity, and ethical dissemination effects. If you only focus on pursuing culture for visual enjoyment, there will be no culture. The information cocoon brought by algorithm recommendations will affect the cultural dissemination effect. When the next generation of technologies such as metaverse brain computer interfaces are updated and replaced, and things like Dayu culture are done, new shoots of Dayu culture and even national spirit will emerge.

2. The spatial narrative expression of Dayu culture in landscape art

2.1. Reshaping Methods for the Artistic Protection of Site Landscape

For special cultural relics such as the Yu Mausoleum and the Yu Temple, artistic expression is carried out according to the principle of prioritizing protection and revitalizing utilization. During the repair of the Great Yu Mausoleum in Shaoxing, carpenters used tarpaulins and tile making techniques to leave scattered marks of rammed earth on the walls, and small things like the patina left by time outside the wood could also preserve it. During the repair of the Yu Palace in Sichuan, the mortise and tenon method was used to imitate beams and columns, thus creating architectural construction. Revitalizing and utilizing that part also had some issues. The bronze statue made in the shape of a hoe used for water control became a concrete "teacher" on the site square, pulling out the ripple like water from the wavy path paving. Bringing people along with the water into the ruins, the former architecture and current art are integrated, and the original ruins space becomes a cultural textbook that can be read and experienced.

Research on the Application of Immersive Experience Design in Theme Scenarios

In cultural and tourism projects, the theme landscape is shaped by scenes, turning the culture of Dayu into a place where stories can be told. It is used as a flood danger section, a water control itinerary section, and a national governance section. The water flow scenery is used to display the ancient people's water control scenes. By creating some terrain, waterways, and interactive devices, tourists can do things like building embankments and digging canals. The landscape is arranged according to the method of "conveying meaning through form", and the winding waterways become the direction of water control. The stacked terraces become water conservancy engineering landscapes, and tourists can understand culture while walking.

2.3. Cultural infiltration in urban public spaces

When urban renewal and cultural tourism integration occur, Dayu culture permeates the community with public art, filling the urban space with the soul of Dayu culture. The waterfront area flows with a long corridor of water control culture, and glazed porcelain murals show Dayu leading everyone to chisel mountains and rivers. Many colored wall paintings are very eye-catching, and bronze reliefs depict three times passing through the house without entering the story. By processing the surface of the reliefs with some aging, a sense of history can be added to the reliefs. In the community park, there are a group of heavily symbolic themed sculptures where abstraction and concreteness blend. Dayu speaks and becomes a living story, and people can hear him. Dayu, who is made of stainless steel for water control, stands down to control the water with indomitable perseverance. With a panoramic view of spiritual power, the interactive sculpture that can rotate allows people to learn how to manage rivers, and citizens can experience the wisdom of water management inside. This kind of "embedded" expression makes the culture of Dayu no longer unfamiliar, just like scratching an itch through boots. Dayu culture is intricately linked

to every citizen who exercises early, every citizen who takes a walk in the evening, and every rest... The art of the entire city, just as recognized by this land, is deeply integrated into the city, becoming an emotion that can be touched and felt in a city, adding a touch of warmth to the city.

3. Performing Arts Creation: Dynamic Display of Dayu Culture

3.1. Construction of situational narrative for live performances

The legend of Yu the Great controlling floods is a representative flood myth in China. Like a mountain, like an ancient site, with light, sound, and electricity, there is also a stage where a thrilling ancient flood control scene is performed. From the beginning, there is a rushing flood scene, followed by various types of weasels, like silver dragons, rushing towards the sky. It's as if I'm in that moment's great flood. Then there were those big machines digging up the sand that ancient people dug up from the river, and the sound of transporting it over was particularly dull. Water control in that era was not so simple, and the outcome was both happy and joyful. That was over. When everyone stood in the valley with torches, lined up like stars, they heard a soft melody like a local tune. It's like this, dancing like this, like doing a folk ritual. It's like doing something serious that lasts for thousands of years, and something like this can only be done in the mountains and rivers.

3.2. Research on Immersive Drama Interactive Experience Design

Immersed in the play, the traditional connection between watching and watching is broken, and tourists are involved in the story. Tourists wear masks and enter the theater, and they can follow whoever they want to run to different storylines. When making decisions on water control, they discuss whether to build a dam or not. Wherever you want to go, the story will follow. Interaction changes and spreads, instead of putting things in your head, it becomes a search. Tourists' feelings for the spirit of Dayu are a little heavier.

3.3. Technological Empowerment of Digital Performing Arts

With the help of VR and technologies such as AR, Dayu Culture and Performing Arts has created a three-dimensional and multi-dimensional perception space that transcends time and space limitations. The ancient water control scenes are recreated through online VR performances using 8K panoramic imaging technology at a 1:1 ratio. The audience wearing eye masks immediately immerses themselves in the towering flood, and the feeling of being soaked by the huge waves is very real. The cold sensation of splashing water on their faces can also be felt; Looking at the scene of our ancestors digging mountains and holes with a hoe from a different angle, the simulated sounds of rammed earth and trumpets surround us. The soft and fluffy feeling of the "mud" underfoot also seems to be coming from a force feedback device.

The offline AR tour brought the scene to life. Tourists aimed their phones at the Yu Temple stone monument and lightly clicked to see the standing 3D virtual Dayu holding a Lei Chong to control the water. Clicking on the AR layer of the river site would display a comparison map of ancient and modern rivers, dynamically displaying the key areas of dredging projects. This combination of reality and virtuality broke through the limitations of traditional performance venues, and through interactive forms that young people enjoy, brought the spirit of Dayu's water control from books to reality, turning it into a tangible and visible reality show passed down from generation to generation through technology.

4. Cultural and Creative Design and Digital Empowerment: A Study on the Path of Cultural Value Transformation

4.1. Exploration of Symbolic Transformation and Functional Innovation in Cultural and Creative Products

The culture of Dayu is an important component of China's excellent traditional culture and a significant source of cultural confidence. With the widespread application of technologies such as artificial intelligence and VR, China has entered the era of intelligent media where media forms and new technologies are integrated and collide with each other. Technology is constantly driving the creation of a new media ecosystem and reshaping the public opinion landscape. The cultural and creative design of Dayu culture can be transformed. Things like Lei Chong, Shui Wen, and Yu Wang statue are all dismantled and put back into things. Lei Chong thread becomes the shape printed after hollowing out on a notebook, the geometric shape of water ripples becomes the appearance of flowing water on a silk scarf, and Yu Wang portrait becomes the shadow in a seal. These ancient totems float onto stationery, clothes, and furniture, growing a scent that shines with wisdom when touched. Water control and dredging are used as puzzle toys, and water conservancy engineering shelves are stuffed into puzzles as building blocks. Children can play with them for a while and know the appearance of their ancestors' engineering. Another clever feature is that the tea set is like a dam outside, and the spout becomes a water gate. There is a river on the tea cup, and the tea poured into the cup is like water flowing naturally. Now that usefulness and culture are combined, the spirit of Dayu has something tangible, and using it every day becomes a silent dialogue.

4.2. Research on the Systematic Development and Operation Strategy of Cultural IP

To form a unified intellectual property of Dayu culture, various combinations of literature, film and television, and animation are used to make Dayu younger and enter the world of animation. Then, it can be turned into a game, such as a "water control simulation" software, to simulate the operation of ancient water conservancy projects in virtual scenes. In the entire chain of IP creation, from the beginning of

creation to the final commercialization of derivative products, every step must be closely linked together, so that the commercialization of cultural resources can be faster.

4.3. Construction of Communication Ecology for Digital Platforms

Using short videos and digital platforms such as social media to create a matrix for promoting the culture of Yu the Great, a series of animated short films on Yu the Great's flood control are produced. In the process of creating stories, the stories are broken down to create popular science short videos that tell cultural stories. The metaverse is used to create a virtual Yu Temple, allowing users to use digital avatars to enter the temple for worship and exhibition of cultural relics, without being limited by time and space, and to spread widely.

5. Conclusion

Promoting the deep integration of culture and tourism and ensuring systematic protection of cultural heritage has become a widespread practice in local areas. The trend of integrating culture and tourism is great. Under the presentation of the cultural resources and art of Dayu, culture is treated as the soil under our feet, and updated expression is treated as a new stage for tradition and present. The Dayu Mausoleum Scenic Area in Shaoxing, Zhejiang has erected a "water treatment road" along the axis, with bronze relief walls depicting Dayu leading the people to clear the river scenery, and water mist devices bringing the feeling of flood retreat. The Shendong Ancient Town in Yuzhou, Henan Province interweaves the biographical story of "King Yu Locking the Dragon" into the streets and alleys. Interactive projection once again brings ancient legends to life on bluestones, and geography becomes a three-dimensional carrier of culture. At this level of performance, the live action drama "Dayu • Huaihe River" in Bengbu, Anhui Province relies on 3D mapping. With technology, a holographic flood scene can be seen on a hundred meter high cliff, and using Weiya technology, "Dayu" can slowly walk on the water. After the addition of traditional intangible cultural heritage numbers, "sacrificing one's own home for everyone" has become an emotional touch. By leveraging digital technology in cultural and creative industries, the culture of Yu the Great has been rampant. With the ingenuity of Yu Ji, the culture of Yu the Great has been transformed into a water powered body, capable of creating intricate paperweights. With a simple scan of landmarks on a mobile phone, the "AR Yu King Companion" has begun, making cultural dissemination more interesting. In the future, an ecological system of "protection innovation feedback" needs to be created, where important carriers are placed in the cultural gene bank for further creation. Experts from various industries come to visit and implement a cultural impact evaluation system, turning Yu the culture of the Great into a path to the past and future. The integration of culture and tourism creates a path that is both historical and modern.

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