



Research Paper

Unveiling Creative Factors for Cultural Tourism Products Through NVivo 12 Qualitative Analysis: A Case Study of the Taihang, Hebei, China

Xi Cuiyu¹
Liu Shunli^{1*}
Mi Shengjie¹
Tian Ruoyu¹

¹(School of Art and Design, North China Institute of Aerospace Engineering)
Corresponding Author: Liu Shunli

ABSTRACT: In contemporary times, the preservation of Revolutionary Culture (RC) and the strategic development of the RC industry have emerged as pivotal considerations for fostering a novel economic growth trajectory. However, the present landscape of the RC industry in the historic revolutionary region of Taihang, situated in Hebei Province, is fraught with pressing challenges that necessitate immediate attention. This study focuses on the evolution of Revolutionary Cultural Creative Products (RCCP) within the context of the venerable Taihang region in Hebei. Employing qualitative research methodologies and text analysis, this study meticulously refines the essential factors underlying revolutionary cultural creativity within the Taihang area of Hebei Province. By examining the qualitative underpinnings of the region's revolutionary culture, this investigation aims to extract and delineate representative creative factors. Notably, it spotlights the emblematic contributions of "Xibaipo" and the "New Yugong Spirit". These factors, among a series of select creative elements, are carefully identified and analyzed. This endeavor not only seeks to elucidate the nuanced characteristics of these creative forces but also endeavors to provide a theoretical framework serving as foundational bedrock for the development of Cultural Products (CP) within the region.

KEYWORDS: revolutionary culture, Taihang, cultural creation

Received 01 Nov., 2023; Revised 08 Nov., 2023; Accepted 10 Nov., 2023 © The author(s) 2023.

Published with open access at www.questjournals.org

I. BACKGROUND OF THE STUDY

In 2021, the province of Hebei unveiled the "14th Five-Year Plan for the Development of Culture and Tourism in Hebei Province," placing a paramount emphasis on cultural advancement and advocating for the seamless integration and innovative symbiosis of cultural and tourism sectors. The blueprint distinctly prioritized the construction of a Revolutionary Culture (RC) heritage tourism region, envisioning a profound excavation of esteemed cultural treasures such as the "Xibaipo Spirit," "New Yugong Spirit," and the indomitable "Taihang Spirit." The objective: to foster the transformation of Cultural Products (CP) imbued with distinctive regional characteristics into viable tourism attractions. These envisioned products would serve as the impetus for rural rejuvenation and progressive development. Simultaneously, in 2021, the Development and Reform Commission of Hebei Province proposed a comprehensive strategy aimed at invigorating the old revolutionary areas. In the issued Notice on Financial Support for the Revitalization and Development of Key Old Revolutionary Areas, a commitment was made to fortify villages in Hebei's historic revolutionary zones, establishing novel townships and cities. The directive emphasized a robust propagation of the RC ethos and a meticulous distillation of the remarkable cultural essences permeating the Taihang Revolutionary Old Area.

At the national level, in 2020, both the National Development and Reform Commission (NDRC) and the Department of Culture and Tourism (DCT) jointly released the "Tourism Development Plan for the Taihang Mountains (2020-2035)." This comprehensive plan outlined a strategic directive to synergize the rich ecological and environmental assets of the Taihang Mountains with its profound reservoir of revolutionary cultural

resources. The primary objective was to spearhead the establishment of a robust cultural and tourism economic belt within the Taihang region. The plan underscored the imperative fusion of ecological treasures and the historic revolutionary heritage of the area as pivotal drivers for the region's economic and tourism development. Hebei Province unveiled the "Implementation Plan on Promoting the High-Quality Development of Revolutionary Tourism," envisaging a remarkable surge in the scale of revolutionary tourism within the province by 2025, positioning itself as a foremost destination for RC tourism, captivating the enthusiasm of avid visitors. In alignment with the directives outlined, emphasizing the strategic imperative of rural revitalization, the arduous mission to achieve shared prosperity predominantly resides in the countryside. Hebei, therefore, aims to pioneer a distinctive model of rural revitalization characterized by revolutionary tourism. Amidst a landscape of supportive policies, the challenge extends beyond the mere preservation of revolutionary cultural resources. It calls for leveraging the development of these resources to not only catalyze the economic progress of rural areas but also to steadfastly pursue the path of green and sustainable development. The pivotal concern revolves around the intricate fusion of Revolutionary Culture (RC) with the natural abundance of the Taihang Mountains. This necessitates a delicate orchestration, harmonizing these two elements to ensure prosperity for the populace and the overall well-being of the community. This conundrum stands as a paramount consideration for both the government and the populace, reflecting a pressing issue demanding immediate contemplation and strategic action.

RC resources encompass the amalgamation of material and spiritual wealth stemming from the progressive movements of the new democratic and socialist revolutions steered by the leadership of the Communist Party of China (CPC) in pursuit of national independence and liberation. Hebei Province stands as an opulent repository of revolutionary history and culture, boasting a multifaceted and abundant reservoir of such resources. Under the resolute guidance of the CPC, the denizens of the old revolutionary bastions nestled within the Taihang Mountains ardently toiled and courageously partook in revolutionary struggles. This storied terrain has been witness to numerous pivotal and seminal revolutionary events across its historical timeline, yielding a profound and extensive spectrum of Revolutionary Culture (RC).

Over the past decade, there has been a discernible surge in focus and efforts directed towards Revolutionary Cultural (RC) resources. Various pertinent departments and associated academic works have meticulously undertaken an initial comprehensive survey of these invaluable resources. While this concerted endeavor has yielded certain commendable outcomes, it remains evident that numerous challenges persist. A critical review of the relevant academic literature unveils a series of issues plaguing the present development of revolutionary cultural tourism resources in Hebei: Firstly, failure to form a brand image that is simply recognized and deeply remembered by the public (Qi et al., 2021). On a national scale, from the virtual Internet world to the word-of-mouth talk of the general public, Hebei's revolutionary cultural tourism has a weak presence. Since the Taihang Mountains cover a number of districts and counties in Shanxi, Henan, Hebei and Beijing, the regional characteristics of the brand image appear even more ambiguous. Secondly, the regional positioning of RC in Hebei presents a scattered distribution, with poor correlation between regions, failing to form a holistic and systematic cultural industry (Luo, 2022). Thirdly, there is an urgent need to deeply excavate and refine the essence of revolutionary cultural resources in the old Taihang Revolutionary Region (Zhao, 2022). At present, part of the revolutionary cultural areas are too superficial and single-minded in their understanding of their own cultural and spiritual connotations, and they are one-sidedly pursuing economization, resulting in a waste of revolutionary cultural resources and making it difficult to form a large-scale and influential revolutionary cultural tourism industry. Fourth, there is a lack of creativity on how to develop, utilize and integrate its own revolutionary cultural resources. As an important carrier of the cultural industry, the RCCP have obvious shortcomings in the level of creativity, quality, quantity, category, etc. The products are seriously homogenized, lack of creativity and characteristics, and are unable to meet the needs of the new generation of consumers. It can be said that how to create and produce regional RCCP favored by young people is an extremely urgent issue at present.

Repeated as a ubiquitous term, "CP" has served as a pivot for numerous enterprises and brands, fostering the fusion of their commercial products with cultural elements to engender resonance and favor among users. However, "CP" transcends the mere inclusion of cultural facets within products. Rather, it encapsulates the profound and nuanced interpretation of a specific culture following in-depth analysis. It embodies more than a sensory encounter, encompassing the very essence of aesthetics and the exaltation of a distinct humanistic spirit. Revolutionary Cultural Creative Products (RCCP) are not a mere augmentation of revolutionary history and culture within merchandise; they epitomize the pursuit of interpreting, perpetuating, and advocating the revolutionary spirit. They function as silent heralds, subtly weaving a narrative that encapsulates a spectrum of socialist core values and patriotic ideals, such as the ethos of Taihang, Xibaipo, the resolute spirit of the New Yugong, and others. The RCCP originating from the Hebei Taihang Revolutionary Old Area ought to transcend being mere products; they should embody the very essence of the Taihang Spirit and Taihang Culture, serving as an eloquent expression of these revered elements.

Presently, while the prevailing CP design methodologies are steadily evolving and becoming more sophisticated, the definitive selection of a comprehensive approach for conducting creative research has not yet crystallized into a systematically articulated theory. This unresolved issue remains a pivotal challenge for future research and development endeavors. Feng et al., (2022) confirmed through CNKI-based bibliometric empirical research that the integration of emotion and product in current cultural and creative design is the mainstream research direction in the future. The foundation of emotional CP design lies in understanding and addressing consumer experiential needs. Accordingly, this study is grounded in the principles of user-experience-centered service design thinking and a collaborative co-creation approach. It introduces a conceptual framework delineating the trajectory for the creation of Taihang RCCP.

II. RESEARCH OBJECTIVE: ELABORATING AND ENHANCING THE CREATIVE FACTORS OF REVOLUTIONARY CULTURE (RC) ROOTED IN THE DISTINCT REGIONAL CHARACTERISTICS OF THE HISTORIC REVOLUTIONARY TERRITORY IN TAIHANG, HEBEI PROVINCE

The intricate challenges confronting the development and industrialization of RC resources in Hebei Province necessitate a gradual and sustained resolution rather than an immediate overnight remedy. In recent years, Chinese fashion culture has garnered immense popularity among the younger demographic. Notably, the Palace Museum has adeptly crafted a youthful and fashionable brand image marked by a series of exceptional CP and effective communication strategies. Presently, the RCCP in Hebei struggles with either a lack of distinct regional attributes or a deficit in creativity, hindering their ability to captivate consumers. The focal intent of this study is to employ qualitative research and analytical methods to delve deeply into the core essence, aiming to unravel the design elements of RC embedded with the distinctive regional characteristics of the ancient Taihang area in Hebei Province.

The research serves as a pivotal catalyst in reformulating the brand image of RC tourism within the Taihang region, boasting multifaceted significance in rejuvenating the rural economy, revitalizing the historic revolutionary zones, propelling the advancement of the RC industry in Hebei, and fostering widespread educational outreach.

III. THE FUNDAMENTAL GROUNDS AND METHODOLOGY FOR DERIVING CREATIVE ELEMENTS WITHIN THE TAIHANG REVOLUTIONARY HISTORIC AREA

The researcher meticulously curated a compilation of 22 research documents pertaining to Hebei's Revolutionary Culture (RC) within the past decade, along with 25 significant news reports and 7 policy documents spanning the last five years. While acknowledging the inherent limitations in obtaining an exhaustive and flawless collection of internet literature, this article introduces a fresh outlook that reimagines the approach to RC creativity, emphasizing the pivotal role of qualitative text analysis methods. An essential component of this methodology involved importing all gathered textual and visual data into the NVivo12 qualitative analysis software for comprehensive coding. Subsequently, employing an inductive approach, the codes delineating the elements of red cultural creativity were methodically synthesized. Eventually, through an analytical process considering the number of corresponding reference points within the coding, a set of representative and sampling creative factors were discerned.

IV. UNRAVELING REVOLUTIONARY CULTURAL CREATIVE FACTORS (RCCF) IN THE HISTORIC REVOLUTIONARY TERRAIN OF TAIHANG, HEBEI PROVINCE

While the NVivo12 system (Feng, 2020) serves as a powerful tool for organizing, exploring, and identifying patterns within data, it is essential to recognize that it cannot supplant the expertise and insights of the researcher (Chen, 2000). This acknowledgment is underscored by the researcher's pivotal role as a significant instrument in qualitative research methodology. Their personal knowledge background and objectivity pose substantial challenges in ensuring the credibility of research outcomes. In the qualitative research process, the researcher initiated the formation of preliminary coding impressions by thoroughly reviewing the source literature before commencing the coding phase. Initial codes were formulated for tertiary category codes, which then led to the development of sub-categories, and eventually, the identification of primary category codes. This continual refinement process, encompassing adjustments to the subordinate structure of categories, sub-categories, and tertiary categories, remained fluid throughout the analysis process. The conclusive coding results depicting the RCCF of the Taihang Area are illustrated in Figure 1, highlighting category codes such as RC material resources, RC activity resources, and the distinctive Taihang spirit.

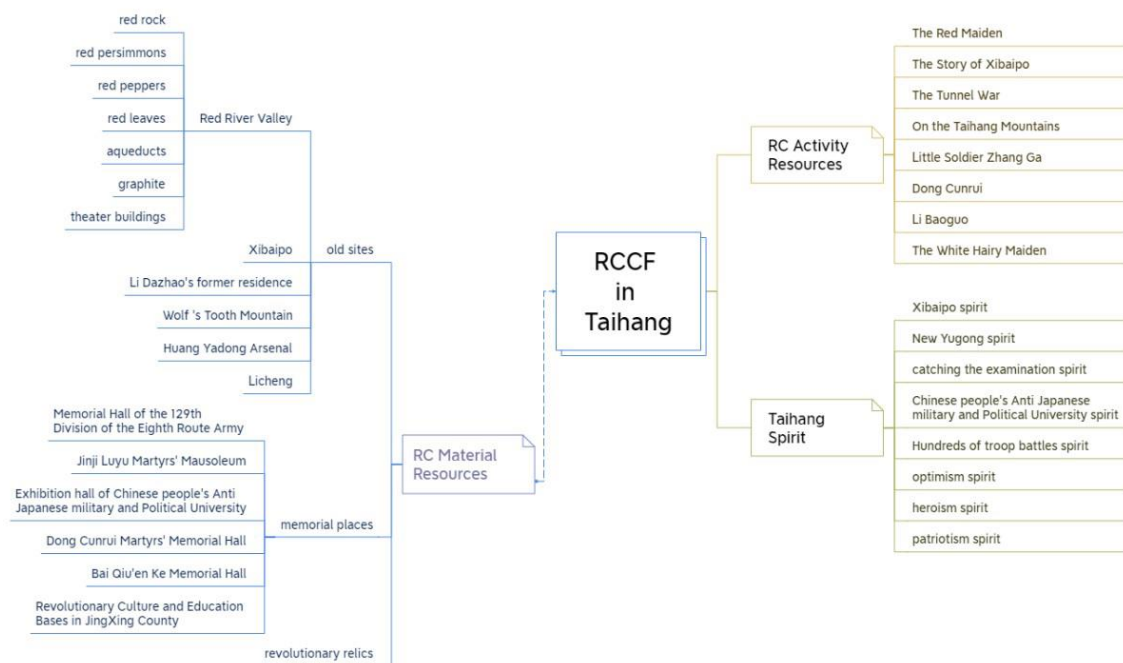


Figure 1: Revolutionary cultural creative factors (RCCF) in Taihang, Hebei

4.1 RC Material Resources

Material resources refer to those carriers that inherit or carry the spirit of RC, including revolutionary relics, old sites and memorial places. The Taihang area boasts an abundant array of RC material resources, characterized by a substantial variety and quantity of revolutionary relics. These are the following revolutionary memorial sites: the Memorial Hall of the 129th Division of the Eighth Route Army, the Jinji Luyu Martyrs' Mausoleum, the Exhibition Hall of Chinese People's Anti-Japanese Military and Political University, the Dong Cunrui Martyrs' Memorial Hall, the Bai Qiu'en Ke Memorial Hall, and the Revolutionary Culture and Education Bases in JingXing County. Old sites include Xibaipo, Red River Valley, Li Dazhao's former residence, Wolf's Tooth Mountain, Huang Yadong Arsenal, and Licheng. In addition, the Red River Valley contains the following tertiary codes: red rock, red persimmons, red peppers, red leaves, aqueducts, graphite, and theater buildings.

4.2 RC Activity Resources

The resources pertaining to RC activities embody a profound spiritual culture, comprising cultural and artistic endeavors and activities created by artists. These artistic creations are inspired by the historical context of the people in Taihang engaging in revolutionary pursuits, development initiatives, and poverty alleviation efforts under the leadership of the CPC. The resources for RC activities that the researcher has distilled from the literature include the Hebei opera "The Red Maiden", "The Story of Xibaipo", the film and television productions "The Tunnel War", "On the Taihang Mountains", "Little Soldier Zhang Ga", "Dong Cunrui", "Li Baoguo", and the opera "The White Hairy Maiden".

4.3 Taihang Spirit

The Taihang Spirit embodies the essence of its era, encapsulating the revolutionary fervor forged by the people of Taihang under the CPC leadership from the era of the New Democratic Revolution through the crucible of the War of Resistance Against Japanese Aggression, the founding phase of New China, and the ongoing battle against poverty (Dou, 2017). One of the more prominent is the spirit of independence, hard work and self-reliance of Taihang people under the leadership of CPC under difficult historical conditions and environment. Taihang spirit of creative factors are New Yugong spirit, the Xibaipo spirit, the catching the examination spirit, the Chinese people's Anti-Japanese military and Political University spirit, the Hundreds of troop battles spirit, the optimism spirit, the heroism spirit, the patriotism spirit.

The New Yugong Spirit epitomizes the resilient ethos of industrious service to the people, grounded in unwavering dedication and selfless commitment showcased by exemplary Communists during the battle against poverty. Meanwhile, the essence of the Xibaipo Spirit encapsulates the profound ideals of the CPC, marked by a

steadfast adherence to the mass line, unity, and solidarity. It underscores the courage to confront challenges and emerge victorious, coupled with a mandate for humility, prudence, and diligent endeavor.

4.4 Representative Creativity Factor and Sampling Creativity Factor

As depicted in Table 1, the extraction of representative and sampling creativity factors is contingent on the quantity of literature sources and the reference points within the coding. A sub-code or tertiary code possessing the most substantial number of reference points serves as a representative creative factor, ideal for crafting CP that embodies the brand image of Taihang. These factors possess a more established foundation in representing RC, facilitating easier and more direct acceptance. On the other hand, sampling creative factors, characterized by a smaller number of reference points, are better suited for the creation of a more diverse array of rich Taihang RCCP. These factors are occasional and arbitrary in nature, challenging to singularly form a comprehensive brand effect; therefore, their creation is more effective in the form of a series of CP.

Table 1: Number of coded sources and reference points

Category	Sub Category	Tertiary Category	Number of Literature Sources	Number of Reference Points
RC material resources	Revolutionary relics		2	3
		Exhibition hall of Chinese people's Anti Japanese military and Political University	5	15
	Memorial places	Memorial Hall of the 129th Division of the Eighth Route Army	6	7
		Jinji Luyu Martyrs' Mausoleum	5	7
		Dong Cunrui Martyrs' Memorial Hall	3	4
		Bai Qiu'en Ke Memorial Hall	2	3
		Revolutionary Culture and Education Bases in JingXing County	1	2
		Xibaipo	20	62
	Old sites	Red River Valley	8	20
		Li Dazhao's former residence	6	7
		Wolf 's Tooth Mountain	5	6
		Licheng	1	3
		Huang Yadong Arsenal	1	1
RC activity resources	Hebei opera "The Red Maiden"	2	3	
	"On the Taihang Mountains"	1	3	
	"Dong Cunrui"	1	3	
	"The Tunnel War"	1	1	
	"Little Soldier Zhang Ga"	1	1	
	opera "The White Hairy Maiden "	1	1	
	Hebei opera 《The Story of Xibaipo》	1	1	
Taihang spirit	New Yugong spirit	7	13	
	Xibaipo spirit	3	12	
	Hundreds of troop battles spirit	1	2	
	Chinese people's Anti-Japanese military and Political University spirit	1	1	
	catching the examination spirit	1	1	
	optimism spirit	1	1	
	heroism spirit	1	1	
	patriotism spirit	1	1	

Table 1 shows the number of literature sources and the number of reference points corresponding to all codes in the creative factors of Taihang Area. Among the representative creative factors are the tertiary codes "Exhibition Hall of Chinese people's Anti-Japanese military and Political University" and "Xibaipo"; and the secondary codes Hebei opera "The Red Maiden" and New Yugong Spirit. Besides, the remaining secondary and tertiary codes are sampling creative factors. In other words, the creation of cultural products around the four creative factors of "Exhibition Hall of Chinese People's Anti-Japanese military and Political University", "Xibaipo", Hebei Opera The Red Maiden " and "New Yugong Spirit" is suitable for shaping the brand vision and brand image of Taihang RC. The creation of CP around the four creative factors is suitable for shaping the brand image of Taihang RC. The code with the largest number of reference points is "Xibaipo", so the researcher believes that from the intuitive point of view of concrete image and visual image, the creation with the content of "Xibaipo" is the most suitable to represent the overall brand image of Taihang RC. Considering the humanistic spirit, it is more suitable to promote the Taihang spirit by creating with the content related to the new Yugong spirit.

V. SUMMARY

The methodology employed for the extraction of creative factors within Taihang RC is rooted in qualitative research, utilizing the computer-assisted qualitative analysis software NVivo12 for coding and subsequent generalization analysis. This method has yielded a total of 29 creative factors. Refined based on the number of corresponding reference points in the coding, representative creative factors such as "Xibaipo" and the "New Yugong Spirit" have surfaced, showcasing promise in reshaping the RC brand image of Taihang. Specifically, "Xibaipo" content is well-suited for crafting a brand's visual image, while the "New Yugong Spirit" holds promise in representing the inheritance and promotion of the Taihang Spirit. Furthermore, 25 sampling creative factors have been identified, presenting opportunities for designing and developing a series of CP.

VI. LIMITATIONS, IMPLICATIONS AND FUTURE POSSIBILITIES

The limitations of this study primarily manifest in two key aspects: firstly, due to the impact of the epidemic, on-site fieldwork could not be conducted. Consequently, the analysis of cultural creativity factors related to the old revolutionary area of Taihang in Hebei was constrained by limited information sources, confined primarily to internet-based data. Addressing the pressing concerns surrounding the protection and development of Hebei's RC resources, this paper creatively introduces the concept of developing RCCP with Hebei's regional characteristics based on qualitative research methodology. This innovative approach is poised to contribute significantly to the revitalization of Hebei's RC industry by reshaping its brand image.

VII. FOUNDATION

Foundation

Humanities and Social Science Research Project of Hebei Education Department “*Investigating the Development Path of Revolutionary Cultural Creative Products in the Revolutionary Historic Areas of Hebei Taihang Using Service Design*” (SQ2023102)

基金项目

河北省高等学校社科研究 2023 年度项目 “基于服务设计的河北太行革命老区红色文创产品开发路径研究” (SQ2023102)

REFERENCES

- [1]. Chen, X. (2000). *Qualitative Research Methods and Social Science Research* (1st ed.). Educational Science Press.
- [2]. Dou, Y. (2017). *Research on Taihang Spirit and Its Contemporary Value*. Northwestern Polytechnical University.
- [3]. Feng, D. (2020). *Qualitative Research Data Analysis Tools NVivo12 Practical Tutorial* (1st ed.). People's Posts and Telecommunications Publishing House.
- [4]. Feng, X., Yu, L., Kong, W., & Wang, J. (2022). Frontier hotspots and trend evolution of cultural and creative design in China—an empirical research on CNKI-based bibliometrics. *Library Hi Tech*.
- [5]. Luo, Y. (2022). Exploration on the excavation, integration and dissemination of red cultural resources in Shijiazhuang. *Industry and Technology Forum*, 03, 50–51.
- [6]. Qi, G., Li, P., & Cao, H. (2021). Research on governance integration and tourism development of red cultural resources in Taihang Mountains, Hebei. *Governance Modernization Research*, 37(3), 72–78.
- [7]. Zhao, J. (2022). Exploration of Red Tourism Resources for Rural Revitalization in Taihang Mountains. *Anhui Agricultural Bulletin*, 06, 159–161.