

Research on the Relevance of Tourism and Cultural Industry Development

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Abstract: The integration of cultural industry and tourism industry is the trend of the integration and development of modern industry, and also the inevitable way for the development of cultural industry and tourism industry. The existing research focuses on the industry and its individual industries. The research on the cultural tourism industry is involved but lacks systematic and in-depth. Based on the relevant achievements in the existing research, this paper analyzes the correlation between culture and tourism industry. Exploring its relationship with the industrial chain, it proposes to realize the integration of cultural tourism industry by exerting the functions of “extension”, “connection” and “space accommodation” of the industrial chain.

1. Introduction

With the globalization of the economy and informationization, the industrial structure will be optimized and upgraded. This is mainly reflected in the fact that the H industry has gradually become the focus of industrial development, and the industrial level has gradually changed from inefficient to knowledge-based, and industrial structure to technology-intensive. Type conversion, etc. In addition, with the continuous development of information technology, the integration and development of different industries or different industries in the same industry has become a new impetus for economic development. The integration of new bird technology within the industry and between different production and production has made the original industrial boundary established in the industrial economy era gradually blurred or even disappeared. With the inter-crossing and penetration of industries and different industries, some have higher industries. New industries with efficiency and added value have developed. These new industries combine the characteristics of various industries, not only with new industrial forms, but also with new industrial attributes.

With the rapid development of economy and information technology, industrial integration has become a new impetus for economic development. The development of industrial integration has promoted the development of traditional industries and optimized the industrial structure. At present, China's tourism industry and cultural industry are also infiltrating each other, and the integration and development of the two are becoming more and more vivid. The development of the tourism industry is inseparable from the cultural industry, and culture is the soul of tourism. The relationship between the two is closely related. Tourism and cultural industries are interrelated industries, which is also a prerequisite for their mutual ugliness. Tourism is not only an economic industry, but also a cultural industry. As one of the carriers of culture, tourism spreads culture on the one hand and broadens the development space of cultural industry on the other hand. In addition, in the process of developing the tourism industry, the introduction of cultural elements has also enriched the chain of tourism industry. In recent years, the government and academia have paid more and more attention to the integration of tourism and cultural industries, which will be an important direction for scholars to study.

2. Research on the Concept and Integration of Cultural Tourism Industry

The concept of cultural tourism is the starting point for the study of cultural tourism industry integration. “Cultural tourism” is literally a concept of the merger of the two concepts of culture and tourism. In the early research, scholars did not directly focus on the cultural tourism industry, but on

the concept of cultural tourism as an entry point, and then extended to the cultural tourism industry through industrialization ideas. In the 1970s, cultural tourism entered the field of vision. The first to use the concept of cultural tourism was the American scholar Robert Mc Intosh, who defined cultural tourism as: including all aspects of tourism, from which tourists can obtain the history and heritage of others, and understand their lives, and thought activities [1]. American scholar Valene L. Smith further studied cultural tourism. From a narrow perspective, he defined cultural tourism as the tourism product level of folk culture, which means that one of human memories is disappearing. The “picture” or “local characteristics” of lifestyle are the remnants of this lifestyle [2] 187-199. This definition allows people to distinguish cultural tourism from general tourism. Later, some scholars conducted a detailed analysis of cultural tourism from the perspective of research or the needs of research topics, making the concept of cultural tourism more and more diversified and gradually becoming an “umbrella”.

The cultural tourism industry is a concept that extends further to the industry based on the concept of cultural tourism. For the concept of cultural tourism industry, foreign scholars have studied less, and the earliest appearances are also seen in various documents in this century. Khalid S. Al-Hagla is at his work. The paper first used the term “cultural tourism industry”, which turned the focus of cultural tourism research to the perspective of industrialization. Through the classification of cultural tourism industry research, the author finds that there are few studies on its definition abroad, but domestic scholars have more research in this area. At present, there are three main views on the definition of cultural tourism industry:

The first is based on the definition of the inclusion relationship. Some scholars believe that the cultural tourism industry is a branch of the cultural industry. For example, Wan Gui pointed out that “the cultural tourism industry is centered on natural landscapes and historical and cultural landscapes, and promotes the development of a series of commercial activities such as food, transportation, entertainment and tourism products. An important cultural industry group; while others believe that the cultural tourism industry is a branch of the tourism industry. For example, Li Yuntao believes that the cultural tourism industry refers to the tourism industry developed by humanities and tourism resources to satisfy people's culture. A part of the tourism industry generated by the demand for tourism consumption [3].

The second is based on the definition of the constituent elements. This view regards cultural tourism as a combination of two major industrial factors: cultural industry and tourism industry. For example, Shao Jinping starts from the essence of culture and tourism and believes that “the cultural tourism industry is a comprehensive industry based on culture and tourism”.

The third is based on the definition of the joint angle. This view defines the cultural industry as a new industrial format combining cultural industry and tourism industry. For example, some scholars believe that the cultural tourism industry is a collection of enterprises and organizations that produce or provide cultural elements that are attractive to tourists. On the path (pattern) of fusion, Zhang Haiyan and Wang Zhongyun made a systematic study on the integration of cultural industry and tourism industry. On the basis of reviewing the theory of industrial integration, the industrial boundary of tourism industry and cultural industry was defined. And from four levels - technology, products, enterprises, markets to explain the integration process of the two major industries, and finally proposed through the integration of institutions and concepts to guide market integration, and then promote the integration of resources for industrial integration development path; Bao Hongjie and Wang Shengpeng used the method of quantitative research to construct the evaluation index of the coupling development between cultural industry and tourism industry, and introduced the evaluation model as the criterion for the investigation and judgment [4]. Yuan Hao used the theory of dynamic system to propose the formation of the integration of cultural industry and tourism industry. Mechanism, and preliminary discussion on the basic mode of industrial integration; many other scholars have carried out research from the region, including Yunnan, Fenghuang Ancient City, Lijiang, Nanning and other places, and proposed a “government-led, enterprise The integration path of participation and market operation. Most of these studies are qualitative researches, combined with specific developments in different regions, and propose specific

feasibility development methods. However, this development model focuses on macroscopicity and lacks a microscopic perspective.

3. Concept Definition and Feature Analysis of Cultural Tourism Industry Integration

For the independent cultural industry and tourism industry, the current definition is relatively clear. For example, UNESCO defines the cultural industry as a series of activities that produce, reproduce, store and distribute cultural products and services according to industrial standards. The World Tourism Organization and related scholars define the tourism industry as: according to the degree of association with tourism activities, the tourism industry is divided into tourism characteristic industries, related industries and other industries. Among them, the tourism characteristics of the industry mainly refers to tourism resources. A comprehensive industry that meets the travel needs of consumers by providing tourism products and services based on tourism facilities. However, when the two industries are linked together and understood as the concept of cultural tourism industry, there are mainly three definitions mentioned in the review, namely, inclusion relationship, composition relationship and combination relationship. According to the research needs, the author defines from the perspective of linkage with the industrial chain: the cultural tourism industry is an industry that uses the industrial form to complement the cultural elements and the tourism elements, and through the industrial function, through the formation of synergy Structure, an industrial form that transforms it into a new productivity process.

4. The Inherent Necessity of the Integration and Development of China's Tourism and Cultural Industries

The tourism industry cannot be called tourism before the reform and opening up. It is only a phenomenon and is regulated by the government. The cultural industry was even suppressed at the time. Both of them developed and grew up in the past ten years, and belonged to the H industry. The development of the cultural industry was the beginning of the knowledge era in the 1990s. The original traditional cultural phenomenon has developed into a variety of cultural industries in the form of film, music, performance, publishing, etc. It is the embodiment of the perfect combination of knowledge and technology. Tourism is due to reform and opening up. People's living standards are gradually rising. The products brought about by the industrial revolution are also convenient for human travel. People are no longer satisfied with one place. Therefore, the rise of tourism has not only enriched people's daily anger. At the same time, it has driven the development of the surrounding catering industry. Tourism has gradually occupied the dominant position of people's holidays, so it has developed into a multi-industry that integrates eating, living, traveling, shopping, entertainment, leisure, sports, etc. These are the inevitable results of the development of the times.

The tourism industry has a highly complex point, in addition to food, transportation, housing, tourism, shopping, entertainment and other industries, but also with agriculture, finance, real estate, environmental protection, etc. also have different degrees of contact. These different industries or industries support and coordinate the development of the tourism industry. At the same time, the development of the tourism industry has a strong correlation with other industries or industries, driving the rapid development of related industries or industries. Moreover, with the changes in the needs of tourists, the tourism industry is constantly adjusting and upgrading, and adapting to the trend of the market and society.

Transaction of economic organizations in different industries will inevitably result in transaction costs. Enterprises are the mainstay of market trading activities. They conduct various trading activities between the same industry or different industries. Tourism industry and cultural industry belong to two industries. The two mainly communicate and cooperate through their respective enterprises. In the process, enterprises are limited by many information asymmetry or complicated procedures, and they have to spend more man-made resources and increase transaction costs. In order to reduce transaction costs, tourism companies and cultural enterprises continue to expand their business scope, gradually transforming inter-industry transactions into industrial clever

transactions, cultural industries and tourism industries are involved in each other, revoking boundaries, finding similarities in the industry, and similar The maximum integration of business, blurring the boundaries of the two major industries, forming a new industrial model, and effectively promoting industrial integration and development. Whether it is the exchange between cultural enterprises and tourism enterprises, or the exchanges between industries, great convenience and minimum cost transaction volume can be obtained.

5. The Basic Path of the Integration of Tourism and Benevolent Industries in China

The initial development pattern of the industry's separation of traditional industries is almost fixed, vertical development, and does not interfere with each other. At this stage, the industrial boundaries of the two major industries are clear and independent of each other. The products or services provided by them have different functions or attributes, the substitutability is very low, and the competition of enterprises is also due to the existence of barriers between industries. Both occur within a specific industry. Therefore, the true integration of production and production has not yet appeared at this stage, but only the preparatory stage of the integration of tourism and cultural industries.

The industrial boundary mainly consists of four major boundaries: product, fabric, technology, and market. Only by breaking the boundaries of four levels will the industry be truly integrated. Industrial boundaries are not static, but they are all maintaining a relatively stable balance. The mid-stage of industrial integration is to interfere with the four major boundaries through various internal and external factors, and gradually blur the edges. The process of integration between the tourism industry and the cultural industry is also the process of dynamic changes in the boundaries of the two major industries, and this stage is also the core stage of the integration and development of tourism and cultural industries.

This is the acceptance period for the integration of tourism and cultural industries. In the later period, the industrial boundaries were basically blurred and disappeared. Inter-industry exchanges and cooperation are not as high as the original. The industrial chain of the two extends, cooperates and integrates to lead to the emergence of a new industrial chain, followed by the formation of new industries. According to the role played by tourism or cultural industries in the new industrial chain, the new industry can be called cultural tourism or tourism culture[5].

6. Conclusion

Based on the basic principles of industrial integration, this paper explores the impact of industrial integration on the development of tourism industry and cultural industry. Through the research on the integration of tourism and cultural industries, on the one hand, it provides a basis for optimizing the structure of tourism industry; on the other hand, it also promotes the development of tourism and cultural industry--the development of cultural tourism, especially the development of local cultural tourism.

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