

Exploration on the Ways of Tourism Industry Development from the Perspective of Integration of Culture and Tourism

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Abstract: In today's rich material and cultural life, tourism industry has become one of China's important sources of economic industry. At present, China is vigorously developing tourism industry, starting from the rural revitalization, developing the surrounding tourism industry, to the international trend, and promoting Chinese traditional culture. It can be said that the development of tourism industry can not be separated from the richness and connotation of our traditional culture. Traditional culture endows the tourism industry with more profound significance and more potential value, which makes our tourism industry flourish. Tourism is the carrier of culture and culture is the essence of tourism. Under the new situation, it is extremely important to find the most appropriate way to develop tourism industry by integrating the two.

1. Introduction

Culture is the soul of tourism and tourism is the carrier of culture. They are inseparable and complementary. Promoting the integration and development of culture and tourism industry will not only help to accelerate the development of cultural industry, promote the transformation and upgrading of tourism industry, meet the people's spiritual and cultural needs, and promote economic growth, but also help the inheritance and development of excellent traditional Chinese culture and improve the cultural quality of the whole society. In recent years, our province attaches great importance to the integration of culture and tourism, and has achieved remarkable results. But we should also see that compared with the advanced areas, there is still a certain gap with the requirements of the times. We need to take further effective measures to vigorously promote the integration and development of culture and tourism industry.

2. The Inherent Links and Requirements of Tourism Industry and Culture

2.1 Significance of Cultural Industry

According to the latest statement of the National Bureau of Statistics, "culture and related industries" refers to a collection of production activities that provide cultural products and cultural related products to the public, including 9 categories and 43 categories. Among them, part of the nine categories of "cultural service industry" is directly related to tourism, such as urban park management, scenic spots management, Forest Park management, natural heritage protection management, leisure and sightseeing activities, etc. Some of the contents of major categories are indirectly related to tourism, such as relying on cultural manufacturing industry, cultural service industry and so on, and integrating with tourism, developing cultural tourism towns and fields. Garden Complex, etc. However, it is clear that cultural industry is an independent industry cluster, not all types of cultural industry development need to be integrated with tourism development.

2.2 The concept of tourism industry

Tourism industry refers to a comprehensive industrial system formed around food, housing, transportation, tourism, shopping, entertainment and more related factors. The comprehensiveness of tourism industry is reflected not only in the comprehensiveness of tourism services, but also in the comprehensiveness of tourists' consumption. From the perspective of supply and demand, all

elements of tourism industry need cultural industry in both supply and demand. From the perspective of supply, the integration of culture and tourism has long been integrated at the social and market levels. I am afraid that every tourist route includes cultural attractions, especially cultural heritage tourism. Of course, how to manage cultural sites as scenic spots is another matter. With the integration of culture and tourism represented by tourism performances, as well as theme parks, amusement parks, indoor and outdoor tourism performances, cultural projects in the business complex and so on, new forms of cultural tourism are constantly emerging. In terms of administrative management, there were relevant policies 10 years ago, but they did not form a strong policy guidance. From the point of view of demand, although there is not enough data to show the contribution rate of cultural industry to tourism industry in China, there is no doubt that without the development of cultural industry for 20 years, the degree of integration of culture and tourism will be greatly reduced, and the integration development of the two industries is also the product of system reform.

2.3 The Necessity of Promoting the Deep Integration of Cultural Industry and Tourism Industry in China

At present, the key task is to promote the integration and development of cultural industry and tourism industry in several fields on the basis of respecting their independent development. From the perspective of industrial development, the degree of overlap and overlap between cultural industry and tourism industry is relatively high. We have been discussing the "integration of culture and tourism" mainly refers to the development of cultural industry and tourism industry on the basis of market-driven forces. However, to promote the integration of the two industries is not to merge the two industries, but in line with the principle of improving quality and strengthening new supply, to activate some "stock" of culture and tourism through integration, so that more new formats emerge and jointly meet the people's spiritual and cultural needs.

3. The Future Trend of China's Cultural Tourism Industry

Tourism is a cultural activity driven by people's spiritual needs. Today, with the continuous improvement of living standards, tourism is the best carrier to meet people's demands for a better life in the new era. In recent years, under the active guidance of global tourism and rural revitalization, sports, education, science and technology, agriculture and other multi-industry culture continue to expand in the field of tourism, expanding a new space for "tourism +", and the future development of cultural tourism industry is promising. What impact does the further integration of culture and tourism have on the development pattern of tourism?

3.1 Refinement of cultural tourism industry.

At the present stage, cultural tourism has farewell to the rough development practices of the past, and presents new features of more subdivision and focus. From the current market tourism products, mainly include theme park, rural tourism, red tourism, folk custom tourism, ethnic culture tourism and other types.

3.2 More diversity and internationalization.

The continuous integration and innovation of "tourism plus" and the deepening of cultural and tourism exchanges at home and abroad have promoted the vertical development of cultural and tourism industry and other industries. Tourism products are more abundant, including theme recreation, education and research, aviation science and technology, campsite, cultural creativity, sports industry, health industry, etc., and the development of cultural and tourism industry is more diversified.

3.3 There is no trend of scenic spots.

As tourists change from scenic spot tourism to global tourism, cultural tourism has shown a trend of no scenic spot. Global tourism emphasizes the innovation and development of diversified cultural

and tourism products, and promotes the upgrading of consumption mode with the multi-directional development of tourism functional elements such as "learning, maintenance, commerce, tourism and entertainment".

3.4 Entry of foreign tourism facilities.

Disney, Legoland, Universal Studios, Six Flags Theme Park and other foreign theme park giants joined the Chinese market. For the local theme park groups such as Overseas Chinese City, Changlong, Huaqiang Fangte, the vertical division of labor will be formed with the regional market as the main part, and even a new situation of diversification of cooperation modes will appear.

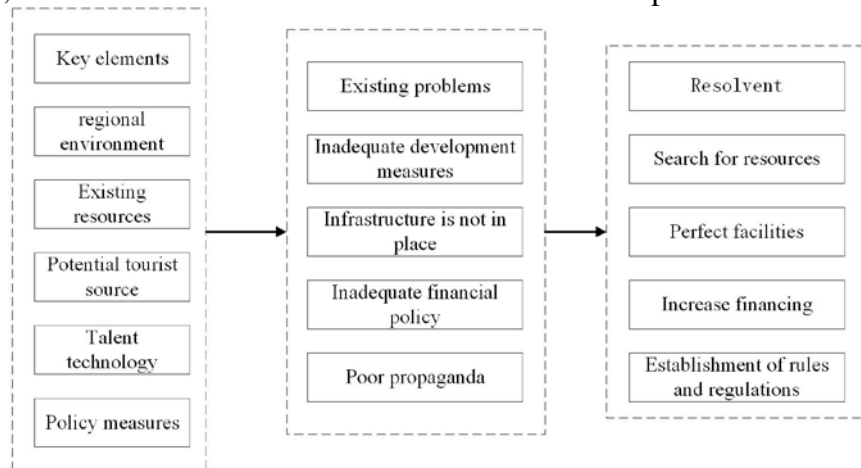


Figure 1 Element Map of Cultural Tourism Industry

4. Main Defects of Tourism Industry in China

4.1 Lack of integrity and systematicness in development measures

We will further deepen the integration and development and effectively solve the "two skins" problem of culture and tourism. Our province has issued a series of measures to promote the integration of culture and tourism industry. However, due to the lack of top-level, holistic, systematic and forward-looking strategic planning and structural design, the integration of culture and tourism industry has not been developed in depth enough. The phenomenon of "two skins" still exists, especially the integration across administrative divisions in the province and the cooperation between domestic and international cities need to be improved. Deepening step by step.

4.2 The popularity of many new scenic spots is not high and the propaganda is not in place.

We will further intensify publicity, promotion and marketing efforts to effectively solve the problems of low visibility and low passenger flow in many excellent scenic spots and tourist destinations in our province. There are many high-quality scenic spots and tourist destinations in our province, but some scenic spots and tourist destinations are not well-known at home and abroad, which is closely related to insufficient publicity and promotion, and the level of market operation needs to be improved.

4.3 The specific preferential policies are not in place and the problem of funds has not been solved.

We will further improve our support policies and effectively solve the problem of inadequate support. At present, the integration and development of culture and tourism industry in our province has not only the problem of inadequate implementation of preferential policies, but also the problem of inadequate policies to encourage and support the development of emerging industries.

5. Further Ways to Promote the Integration of Cultural Industry and Tourism Industry

5.1 Exploration of Cultural Tourism Industry Resources

In the process of the integration and development of tourism industry and cultural industry, we should further strengthen the development of cultural resources and tourism resources, dig deep into local culture, take "quality" and "brand" as the development direction, and comprehensively use science and technology, culture, creativity and other means to carry out the construction of high-quality scenic spots. In addition, resource development should achieve effective integration, give full play to the linkage role of the tourism industry, extend the industrial chain, develop related products, innovate the mode of industrial integration, and constantly enrich the forms and types of tourism products in different periods.

5.2 Perfect Infrastructure Construction

In order to promote the integration of cultural industry and tourism industry, we should pay attention to the improvement of basic service facilities and related supporting facilities in order to create a good environment for the integration of cultural industry and tourism industry. Based on the actual needs, we should rationally adjust the hotel structure, moderately develop high-star hotels in hot tourist areas, actively develop economic hotels, introduce advanced management models, and improve management and service levels to meet the growing material and cultural needs of cultural consumers. In addition, we should increase investment and construction in tourism industry, ensure existing infrastructure and achieve safe operation; optimize existing infrastructure to achieve efficient operation; develop new infrastructure to achieve intelligent operation. In short, our province needs to constantly improve infrastructure construction and create a good material environment for the integration and development of cultural industry and tourism industry.

5.3 Improving the Relative Development Rules

To ensure the integration and healthy development of cultural tourism industry, in the process of coordinated development of tourism industry and cultural industry, we should adhere to the macro-control of the government and formulate relevant rules and regulations in time, so as to standardize the healthy operation of the coupling mechanism between cultural industry and tourism industry. At the same time, following the principle of sustainable development, earnestly fulfilling the coordinator's duties, and adopting various administrative means to deal with the relationship between the relevant stakeholders will help to promote the long-term coordinated development of tourism industry and cultural industry.

5.4 Train innovative tourism talents and strengthen the construction of talent team

The key to the integration of culture and tourism industry lies in the implementation of talents, strengthening the construction of talent team, setting up training bases for tourism talents, forming the human resources cultivation mode of "base (practice) + University + market", and enhancing the endogenous force of the integration of culture and tourism industry. Education departments should set up relevant courses scientifically and reasonably according to the requirements of the integration development of tourism industry and culture industry for talents. A high-end compound talents with broad caliber and solid foundation, who are well versed in tourism and cultural development. At the same time, we should also be good at introducing cultural and creative talents at home and abroad, exerting the talent gathering effect, and injecting fresh blood and vitality into the coordinated development of the cultural and tourism industry in our province.

6. Conclusion

At present, the rapid development of domestic tourism industry has become the fundamental driving force for the development of cultural tourism industry. Experts predict that the market space of cultural tourism will reach 2 trillion yuan in the future. Under the temptation of huge market

consumption power, it is imperative to promote the high-quality development of cultural tourism industry. It is concluded that only by constantly innovating can we surpass others in soft power and seize the resource highland to cope with the rapid changes in the cultural and tourism market. Under the new trend of accelerating integration of "tourism + culture", market-oriented and creative-centered approaches are becoming the new wisdom that investors are keen on.

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