

Research on the Development Model of the Integration of Tourism Industry and Cultural Industry in Shaanxi Province

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Abstract: The trend of the integration of cultural industry and tourism industry is becoming more and more obvious. In order to explore the integration of cultural industry and tourism industry, the paper analyzes the integration of cultural industry and tourism industry in Shaanxi Province by means of grey correlation analysis. The results show that the development of the cultural industry is most affected by the total number of tourism workers, followed by the number of star-rated hotels, the number of travel agencies, and the total number of passengers. The least affected is the total tourism revenue. According to the analysis results, it is pointed out that the cultural resources and tourism resources in the integration of Shaanxi cultural industry and tourism industry are not enough. To strengthen the integration of cultural industry and tourism industry in Shaanxi, we must create brands, introduce talents, and improve infrastructure. The government's macro guidance begins with these four aspects.

1. Introduction

The development of the cultural industry is inseparable from the support of the tourism industry. Culture and tourism are interrelated and mutually influential. According to the "National Economic Industry Classification", both the cultural industry and the tourism industry belong to the tertiary industry of the national economy, and the tourism industry is a highly economical cultural industry and a culturally strong economic industry. Culture is tourism. Soul, tourism is an important carrier of culture, and the two have natural coupling, which is the internal basis for the integration and development of the two industries. At present, Shaanxi culture and tourism industry has entered a period of development transition and important strategic upgrading. Only by truly respecting the laws of culture and tourism, and promoting the integration of culture and tourism with a more active attitude and more powerful measures, can we continuously meet the spiritual and cultural needs of people, realize the deep integration of cultural industry and tourism industry and "win-win". In order to accelerate the transformation of economic development mode, promote economic and social development.

2. Concepts of tourism industry and cultural industry and industrial boundaries

There is no clear definition of the concept of the tourism industry. It is generally believed that tourism is a service industry. It is an industry that provides travel and tourism services to tourists based on tourism resources and is based on tourism facilities. It is also known as smokeless industry and intangible trade. The tourism industry is much broader than the tourism industry. It is based on tourism resources and tourism facilities, and is oriented to the needs of tourists. It provides food, accommodation, travel, tourism, entertainment and purchase for tourists in tourism activities. Service, a comprehensive industry that meets the spirit of tourists and material needs. From the perspective of destinations, the tourism industry consists of five major departments, namely, travel agency industry, accommodation industry, tourism transportation, tourist attractions, and destination management departments.

Due to the differences in cultural backgrounds and industry classification indicators, the international community has different understandings of cultural industries. The most widely used is UNESCO's definition of a series of activities that produce, reproduce, store and distribute cultural

goods and services in accordance with industry standards. The "Cultural and Related Industries Classification (2012)" promulgated by the National Bureau of Statistics of China defines culture and related industries as "a collection of production activities that provide cultural products and cultural-related products to the public." This classification divides our culture and related industries into five layers. The first layer is divided into two parts: "production of cultural products" and "production of culturally related products"; the second layer is divided into 10 categories according to management needs and the characteristics of cultural production activities, namely "news publishing services", "Broadcast TV Movie Service", "Cultural and Art Service", "Cultural Information Transmission Service", "Cultural Creative and Design Service", "Cultural Leisure and Entertainment Service", "Production of Arts and Crafts", "Assisted Production of Cultural Product Production", "production of cultural goods", "production of cultural special equipment", etc.; the third layer is divided into 50 intermediate categories according to the similarity of cultural production activities; the fourth level is the specific activity category, totaling 120 subcategories; The fifth floor is an extension layer for a small class that contains some cultural production activities, for a total of 29. It can be seen that the tourism industry and the cultural industry have clear technical boundaries, product boundaries, and market boundaries. However, the tourism industry specializes in the development and utilization of cultural resources for tourism services, the essence of which belongs to the cultural industry, and the cultural industry mainly produces tourists who visit, visit, appreciate and purchase products, and play a tourism role. In today's industry penetration and interdisciplinary, it is even more difficult to separate each other. Therefore, compared with other industries, the culture and tourism industries are more prone to infiltration, crossover, and integration. In various countries, the tourism industry and the cultural industry have all gone to different levels of interaction and integration.

3. The mode of integration of tourism industry and cultural industry

Integrated fusion mode. This model disintegrates the value chain of the tourism industry and the cultural industry, and then reorganizes the core links of the two to form a brand new value chain and construct a new type of integrated industry. The common integrated industry integration includes the convention and exhibition activities represented by the Expo Park and the Garden Expo Park, as well as the festival activities represented by the International Tourism Culture Festival and the International Arts Festival. With exhibitions and festivals as the link of industrial integration, the festival platform attracts a large number of tourists, and with the various tourism resources of the venue, various cultural and creative experience activities or projects are used as expressions to create a new cultural tourism industry. form. Through the integration of the two major industrial resources and the reorganization of industrial activities, the tourism image of the host city can be enhanced, tourists can be attracted, cultural products can be effectively disseminated and sold, and the joint development of the two industries can be promoted. Such as Geneva's "International Conference Capital", Nanning "ASEAN Expo Capital", Hainan "Boao International Conference Center" and so on.

Penetration fusion mode. This model selects a certain link in the cultural or tourism industry value chain, so that it penetrates into the link of the other industry's value chain, thus forming a new industry such as cultural tourism industry or tourism culture industry. The combination of animation industry and tourism is a typical representative of the development model of infiltration industry. For example, in 2006, Zhejiang Tianchang Network Technology Co., Ltd. cooperated with Kane Tourism Group to implant tourist attractions into the online game of Datang Fengyun. The attraction has been promoted and promoted with the help of the game's communication channels, making the tourism products more attractive to the market. The game itself also adds to the enjoyment and experience of the real attractions, and uses the popularity of the attractions to gain a broader market for the game. In addition, cultural theme parks are also representative of the infiltration-type fusion model. The model represents Disneyland, Songcheng, etc., that is, through the way of industrial infiltration, through the cultural content advantages of products and the market advantages obtained by widespread dissemination, through the means of technological innovation to spread its industrial

activities to the tourism industry, to create “Cultural Theme Park” is an emerging new style of leisure tourism. From the perspective of development difficulty, due to the influence of government policies and low funding thresholds, the extended industry integration development model is the easiest to achieve; affected by technological innovation and capital demand constraints, the infiltration-type industry integration development model is the most difficult to achieve; The industrial integration development model is between the difficulty of implementation. Different regions should choose a suitable industrial integration model for their historical context, economic development status, tourism development status, and industrial conditions.

4. Shaanxi Tourism Industry and Cultural Industry Integration Development Suggestions

The integration of cultural industry and tourism industry in Shaanxi Province still has the following problems: First, Shaanxi Province has rich cultural resources and tourism resources, but the mining of cultural resources and tourism resources is not enough; Second, the cultural industry and tourism industry promote each other. The role has not been played to the extreme. The integration of cultural and tourism industries in Shaanxi Province should start from the following four aspects:

First, in the integration and development of Shaanxi's cultural industry and tourism industry, further increase the development of cultural resources and tourism resources. Create well-known brands, use the Internet, newspapers, television and other media to increase publicity, use the brand effect to promote the development of other cultural resources, tourism resources.

Second, Shaanxi has rich educational resources and has many well-known universities, making full use of various related institutions to cultivate applied, skilled, compound and creative talents in the cultural industry and tourism industry. Efforts to create a good environment for talent growth, respect knowledge, respect talents, give full play to the wages and benefits of talents, allocate housing treatment, and promote the establishment of talents in Shaanxi, and promote the integration of cultural industry and tourism industry in Shaanxi Province.

Third, in order to promote the integration and development of the cultural industry and the tourism industry, Shaanxi should strengthen the construction of related infrastructure such as the construction of star-rated hotels and travel agencies. In today's increasingly economic development, people should pay attention to improving basic service facilities and related supporting facilities while appreciating cultural resources and tourism resources to increase people's comfort and improve satisfaction rate. In the process of formulating policies, the Shaanxi government should also pay attention to the development of cultural institutions and meet the growing cultural needs of people.

Fourth, in the development of tourism and cultural industries, it is necessary to strengthen the government's macro guidance, unified planning and unified management. We must not blindly pursue the immediate economic interests, we must pay attention to the long-term interests and the impact on the environment. We must maintain the good environment of the scenic spot and control the total number of tourists and other factors to promote the long-term coordinated development of the cultural industry and the tourism industry. The tourism industry has a huge market scope and strong spatial expansion ability. The novel and fashionable cultural industry is deeply sought after by the youth groups. The existence of market gaps has found a realistic path for the integration of tourism and cultural industries. The market integration of culture and tourism industry is mainly achieved through the integration of marketing innovation, the cultivation of common brands, and the overall operation and management of capital. On the one hand, the combination of cultural products' communication channels and methods and tourism product marketing will change the consumption patterns of cultural products and the sales patterns of tourism products. For example, the Internet and travel agencies combine to form online sales of tourism products; traditional cultural performances have been comprehensively improved and developed into real-life performances, attracting consumers not only local residents, but also foreign tourists. On the other hand, the tourism industry can also share the market of cultural industries and carry out marketing and promotion of tourism products. For example, in the cultural industry, publishing and copyright

services, as well as radio, television, film, etc., tourism can not only share the market group of its cultural industry, but also use its platform to conduct tourism marketing and publicity, such as the development of hot film and television tourism in recent years. This is true of the novel situational tour.

5. Conclusion

This paper analyzes the current situation of Shaanxi cultural industry and tourism industry integration, summarizes the advantages of integration, finds the disadvantages and problems, and combines the successful experience of Qujiang cultural industry and tourism industry development, puts forward the proposal of the integration development of Shaanxi cultural industry and tourism industry. And countermeasures: establish and improve the policy system and legal guarantee mechanism; expand propaganda to guide the increase of consumer demand; innovative management methods; enhance creativity to form a distinctive cultural tourism brand; deep integration of cultural tourism resources; improve the personnel training system.

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