

# **Analysis on the Sustainable Development Mode of Film and Television Tourism in Yunnan**

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**Abstract:** As a fashion form of tourism, film and television tourism is more and more popular. Yunnan is a big tourist province in China and one of the famous tourist destinations at home and abroad. Over the years, with the rapid development of Yunnan tourism, Yunnan film and television tourism has been developed. The most prominent problem in development is the lack of stamina and the weak capacity for sustainable development. Based on the analysis of the advantages and conditions of film and television tourism in Yunnan and the concept of sustainable development, this paper puts forward some concrete countermeasures and measures to solve the bottleneck of the sustainable development of Yunnan film and television tourism, aiming at promoting the healthy development of film and television tourism in Yunnan.

## **1. Introduction**

Film and television tourism was born in the United States in the 1950s and emerged in China in the 1980s, and then flourished. Compared with the development of film and television tourism practice, there are few theoretical studies on film tourism. Yunnan has been committed to the development of a new type of economy combining film and television industry and tourism industry. It has established the goal of building the most beautiful, optimal and best "natural studio" in China, and started the construction of the only province-level film and television experimental zone in China -- "Yunnan film and television industry experimental area"[1]. The development of its film and television tourism industry is also challenged by the sustainable development, so the discussion on the sustainable development of its film and television tourism will be further explored. The attraction of film and television culture will be transformed into the power source of tourism development, and the influence of film and television culture will be continuously expanded with the help of tourism development so as to realize the rapid and sustainable development of Yunnan film and television tourism.

## **2. Advantages of Yunnan Film and Television Tourism Development**

### **2.1 Solid foundation of natural scenery.**

Yunnan is located in the low latitude plateau, with complex and various land-forms, obvious stereoscopic climatic characteristics, and has given birth to a wide variety of biological resources. Yunnan is rich in wildlife resources, ranging from vast forests, scattered lakes and wetlands to vast plateau dams and towering mountains similar to plain, as well as rare domestic wonders such as volcanoes, geothermal, snowy mountains and glaciers, which have become the natural background material for film and television creation.

### **2.2 Rich and colorful ethnic customs.**

Yunnan is a multi-ethnic province. Due to the different distribution areas of different ethnic groups, different living habits and ethnic cultures have been formed, including history, religion, literature, music, dance, opera, architecture, food, clothing, sports, arts and crafts, folk customs and so on. These colorful ethnic cultural resources are the inexhaustible source of film and television cultural creation and the foundation of Yunnan film and television tourism development.

### **2.3 Strong influence of film and television works.**

Rich film and television works are the prerequisite for the development of film and television tourism. If there is not enough film and television works shot in Yunnan, then the development of film and television tourism in Yunnan has become the water without source and the tree without roots. From the "Five Golden Flowers" and the "Ashima" in the 1950s and 1960s to the "Debt of Iniquity" in the 1990s, they all caused a huge stir in the country. In recent years, the number of film and television works shot is even greater. "Zhou Yu's Train", "Ruoma's Seventeen Years Old", "Flower Waist Bride" and so on, all the excellent films and TV works have aroused strong repercussions throughout the country and laid the premise and foundation for the development of film and television tourism.

### **2.4 Policy support and guidance in place.**

Yunnan attaches great importance to the development of tourism, and has issued many policies and measures to promote the development of tourism and actively promote the integration of tourism and related industries. Yunnan has established the first film and television industry experimental zone in China[2]. It is conducive for the country to guide and support the construction of the film and television industry experimental area in Yunnan, and to promote the specialization, intensive and large-scale development of the film and television industry in Yunnan.

## **3. The Bottleneck of the Development of Yunnan Film and Television Tourism Industry -- Insufficient Sustainability**

In general, the development of film and television tourism in Yunnan is still immature and lacks momentum for sustainable development. There are many reasons for the insufficient sustainable development of Yunnan film and television tourism industry, which are concentrated in four aspects.

### **3.1 Film and television resources are scattered, which makes it difficult to develop on a large scale.**

Yunnan is rich in film and television tourism resources, more than ten thousand square kilometers are photography studios, but this also makes film and television tourism resources in a scattered state, running a scenic spot takes too long, which is not conducive to the development of large-scale film and television tourism activities.

### **3.2 Lack of brand features and product attractiveness.**

Yunnan local government and tourism operators discovered the economic value of film and television tourism, so they blindly built the film and television base, and did not make a perfect plan for it, resulting in the development of film and television base encountered failure. Many film and television bases rely on only one film and television works hard to maintain. The film, "The Demi-Gods & Semi-Devils", reminds people of the ancient city of Dali in the period of Nanzhao period, while other film and television tourist attractions are quickly forgotten. Yunnan film and television tourism has not formed its own brand so far.

### **3.3 Capital bottlenecks remain and the talent reserves are not ideal.**

The development of film and television tourism in Yunnan has a narrow source of funds, the financing channels are single and has only a relatively small number of them. It has not formed an industrialized operation mechanism and cannot attract all kinds of social capital to the film and television industry in Yunnan. The development of film and television tourism products cannot be separated from the introduction and cultivation of film and television tourism professionals. Measures to attract film and television tourism professionals have not been established in Yunnan, so there is a shortage of talents who understand the development rules of the film and television industry and are familiar with the operation of the tourism market economy.

### **3.4 Single product type and weak experiential content.**

Yunnan film and television tourism has been stagnant all the time, film and television tourism products are single, and the film and television base has been built blindly, which is obviously out of coordination with the economic development of Yunnan. However, these new tourism products, such as film festivals and film and television museums, have received a cold reception[3]. Yunnan has no film and television festivals and film and television museums of its own so far. The advantages of minority film and television brands and the geographical advantages of southeast Asia are buried, which seriously affects the enthusiasm of film and television tourists, and will eventually reduce the rate of repeat travel, which is not conducive to the sustainable development of film and television tourism.

## **4. Optimizing Countermeasures for the Sustainable Development of Film and Television Tourism in Yunnan**

### **4.1 Construction of industrial chain and agglomeration scale development.**

In the development of Yunnan film and television tourism, a film and television tourism industry chain of "film and television - culture - tourism" should be constructed. Film and television, tourism and cultural departments should unite to integrate resources of various departments, reduce operating costs, optimize the development environment of film and television tourism industry, and strive to achieve the goal of making film and television tourism bigger and stronger. On the one hand, efforts should be made to improve local film and television. The construction of film and television industry system from theme, conception, scene selection to shooting, post production, publicity and so on. On the other hand, we should develop film and television tourism routes, create a wonderful way to attract tourists to film and television tourism, and cooperate with film and television investors to carry out marketing planning for this tourism product. Under the support of the industrial chain, Yunnan film and television tourism industry scale development.

### **4.2 Explore cultural deposits and highlight brand features.**

Yunnan film and television tourism gets rid of the previous "resource-dependent" single development idea, from the perspective of sustainable utilization of resources, it attaches importance to the creative play of existing resources, and improves the ability of using national folk crafts, national costumes, national festivals and other elements for product innovation. It is very important to establish tourism brand and build Yunnan's cultural characteristics. Dig into the national cultural resources and use the form of film and television to carry forward and shape the film and television works of Yunnan characteristic national culture brand such as Shangri-La, Tea Horse Ancient Road, colorful Yunnan, Nie Er music and so on. When designing Yunnan film and television tourism products, we should make great efforts to develop the film and television tourism activities related to the national culture, attach importance to the combination of experience and nationality, and create the unique film and television tourism products in Yunnan. Firmly grasp the trump card of national culture to improve the brand awareness of film and television tourism in Yunnan .

### **4.3 Expand financing channels and pay attention to talent training.**

Expand financing channels need to start with the marketing plan. The film and television tourism should strengthen the good faith cooperation with each agent, take the emotion two-way communication as the main marketing skill, firmly grasp the big customer, cultivate the potential customer. Adjust marketing strategy. From the perspective of brand communication, the target market is divided into three categories: the nurturing market, the growth market and the mature market, and different brand communication strategies and means are implemented for different markets. According to different movie and television scenic spots, the appropriate marketing strategy should be adjusted in good time, the market in the province should be refined and the area should be managed simultaneously, and the market inside and outside the province should be

integrated and established. Yunnan film and television tourism must pay attention to the cultivation of professional talents, plan and refine the related work of the film and television industry, pay attention to attract and train cross-industry film and television tourism development talents, accumulate excellent human resources, and enhance the soft power of the industry. For high-quality talents in the creative field, consider direct introduction or cooperation with universities and scientific research institutes to obtain talent support. For film and television technical personnel and tourism service personnel, consider the nearby training and use. Through the introduction and cultivation of talents, talent support will be provided for the development of high-level film and television tourism.

#### **4.4 Strengthen environmental supervision and ensure sustainable development.**

Relying on the media advantages of film and television works and publicity to promote the prosperity of local tourism economy, it can bring a positive impact on tourist destinations, but inevitably there are some defects and drawbacks. Therefore, the development of film and television tourism should take into account the possibility of the negative impact of film and TV drama shooting on the local environment. Yunnan should integrate film and television shooting activities as a whole into the environmental impact assessment system of tourist destinations. Relevant departments should carry out legal and normative production as soon as possible, and must stress that in the process of film and television filming, we should always bear in mind the responsibility of protecting the environment, always put the protection of the ecological environment and cultural relics and monuments first, and resolutely put an end to any form of film and television filming that destroys the ecological environment, cultural relics and monuments[4]. For those who really need to be filmed in nature reserves, scenic spots and cultural relics protection units, they must report to the local construction, environmental protection, culture and related departments for approval in accordance with the relevant procedures, and conduct a thorough clean-up and assessment after shooting. To standardize and regularize the environmental impact assessment of film and television filming activities, to avoid damage to the ecological environment and cultural relics and monuments, and to ensure the protection of scenic spots, water conservation sites, ecological protected areas and fragile ecological areas in Yunnan from the source, Ecological environment of rare habitats of animals and plants, national key cultural relics protection units, historical and cultural protection sites, etc. The sustainable development strategy of film and television tourism in Yunnan should be carried out, and the ecological and social benefits should be taken into account while the corresponding economic benefits are obtained.

### **5. Summary**

As an emerging tourism mode, film and television tourism is rapidly rising with an irresistible momentum and becoming an important branch of special tourism. Vigorously developing film and television tourism is of great significance to enriching the content of tourism products, enhancing the cultural connotation of tourism, promoting the "second entrepreneurship" development of Yunnan tourism, and building tourism into a strategic pillar industry of national economy and a modern service industry satisfying the people. Based on the actual characteristics of resources, policies and social environment in Yunnan, this paper mainly studies the film and television tourism industry in Yunnan, and thinks that Yunnan is based on the tourism industry. With the opportunity of vigorously developing the film and television industry in Yunnan, we should better, more comprehensively, and fully realize the combination of film, television and tourism. In the stage when the tourism industry in Yunnan is vigorously developing and the film and television industry is ready for development, let the two promote each other for the way to combination and develop healthily and continuously.

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