

Study on the Path of Promoting Social and Economic Development Through the Integration of Culture and Tourism

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ABSTRACT

The integration of culture and tourism refers to the mutual penetration, cross-integration and reorganization of culture, tourism industry and related factors, so as to break through the—traditional industrial development boundary and form a new cultural and tourism industry format. The integration of culture and tourism not only satisfies the current young generation's fantasy of "poems" and "dreams", but also plays a role in stimulating China's economic construction and promoting urban transformation and development. Therefore, this paper will research the role of cultural and tourism industry in promoting China's economic development and its specific implementation path, hoping to provide certain suggestions for local governments to develop cultural and tourism industry, promote the transformation and upgrading of urban industrial structure, and realize economic benefits.

KEYWORDS

The tintegration of culture and tourism; Social economy; Development path

1 Introduction

Economic development is an important foundation for achieving national development, social stability and people's peace and contentment. With the transition of China's economic development direction to green and low-carbon, the economic development mode of "cultural and tourism integration" has become a hot topic discussed by all sectors of society with its advantages of economy, green, sustainable and expandable. Vigorously promoting the integration of culture and tourism industries can not only stimulate the development of culture and tourism industries, but also give birth to new industrial forms, and drive the transformation and upgrading of many industries such as sports, entertainment, transportation and manufacturing, so as to bring huge economic benefits to urban development. Therefore, it is of great significance to analyze the promotion effect of cultural and tourism integration on urban economic development and its implementational path.

2 Study on the Promoting Effect of Cultural and Tourism Integration on Social and Economic Development

The integration of culture and tourism adheres to the concept of "shaping tourism with culture, highlighting culture with tourism, and integration and symbiosis", and aims to combine local cultural industry with tourism resources, which not only gives new vitality to the development of culture industry, but also enriches the connotation of tourism, and plays an important role in driving

the economy.

2.1 Expand the Demand for Talent Positions

The integration of culture and tourism has a very important impact on the consumption side and the supply side of the tourism economy. First of all, to achieve the integration of culture industry and tourism resources, and to create a symbiosis of mutual integration and development, the integration of culture and tourism will inevitably break the original industrial boundaries, and develop a new cultural and tourism product system and industrial system. On the one hand, the integration of culture and tourism industries requires more talents with high quality and high innovation ability, so as to continuously explore more integration models and promote the sustainable development of the cultural and tourism industry. It also provides more job opportunities for many high-quality talents of the new generation. On the other hand, the integrated development of culture and tourism industries will promote the rapid development of service industry, manufacturing industry and transportation industry, bring a large number of talent gaps, help more high-quality talents achieve flexible employment, and inject a steady stream of vitality into urban economic construction ^[1].

2.2 Provide Diversified Consumption Experience

The process of cultural and tourism integration is also the process of promoting the continuous transformation and penetration of cultural and creative resources and tourism resources. For example, integrating cultural resources into characteristic tourism projects and creating high-quality cultural and tourism products can not only effectively improve the supply capacity of local cultural and tourism products, but also provide consumers with diversified consumption experience and stimulate consumers' consumption potential.

2.3 Promote the Optimization of Industrial Structure

With the rapid development of social economy, consumers' demand for tourism has risen from the traditional sightseeing to the spiritual level, and they pay more attention to the cultural and tourism products with substantive connotations and valuable meanings, which forces the innovation and upgrading of the tourism industry. First of all, the integration of culture and tourism is an important measure to utilize the culture industry to energize the tourism economy. In the development process, it can further enhance the added value of cultural and tourism products and stimulate the growth vitality of the cultural and tourism industry. Secondly, the tourism industry is also highly inclusive. It can not only drive the vigorous development of upstream and downstream industries, but also play a certain driving role in other industries such as manufacturing, information technology, finance and transportation. In addition, it can gradually realize the regional industrial upgrading driven by local industrial innovation and then the adjustment and optimization of national industries ^[2].

3 Effective Paths for Promoting the Social and Economic Development Through the Integration of Culture and Tourism

3.1 Strengthen the Development and Utilization of Resources

To use the form of cultural and tourism integration to promote social and economic

development, we should first do a good job in the development of resources, so as to lay a foundation for the integration and development of the two.

First of all, there is a need to strengthen the development of local resources. In the process of promoting the integration of local culture and tourism, it is necessary to speed up the protection and development of local resources and carry out the resource integration work well. Taking Jilin Province as an example, it not only has rich tourism resources such as the Changbai Mountain Scenic Area, Lake Songhua Scenic Area and Jilin Xianghai National Nature Reserve, but also has characteristic folk culture resources such as root carving, clay sculpture, paper-cut, etc. By integrating them through the integration of elements, we can build characteristic cultural and tourism brands and projects, which will help form unique market competitive advantages, so as to lay a good foundation for cultural and tourism integration development.

Secondly, the advent of digital era provides technical supports for the integrated development of culture and tourism. In the process of promoting the integration of culture and tourism, we can pay attention to the development and utilization of technical resources. For example, big data can be actively used to collect data on the actual demand of consumers for cultural and tourism integration in the new era, so as to further help local governments to clarify the direction and hot spots of cultural and tourism integration, and develop targeted cultural and tourism integration projects^[3]. At the same time, the cultural and tourism industry can also actively use digital information technology to accelerate the digital development of cultural and tourism products, so that creative cultural and tourism products can be presented to the public in a rich and diversified form and win the favor of consumers.

3.2 Create a New Pattern for the Development of Cultural Tourism

China has a vast territory, and different regions have different cultural and tourism characteristics. Therefore, in the process of promoting the integrated development of culture and tourism, local governments should always adhere to systematic planning, and build a development pattern of multi-point support, complementary advantages, and coordinated development of the characteristic cultural and tourism industry, so as to enhance their own competitiveness. On the one hand, the construction of local cultural and tourism integration should actively respond to the call of China's construction of cultural and tourism cities, formulate corresponding development strategies according to the new requirements and goals put forward by the state on local cultural and tourism integration, and realize "the dislocation competition" and "the differentiated competition". For example, in recent years, Chengdu has strengthened the construction of nightlife city, which creates diversified cultural leisure and entertainment activities such as night food, night stay and night tour, and achieves the differentiated development in the construction of various cultural and tourism cities. On the other hand, in the construction of the new pattern of cultural and tourism development, local governments should actively play the radiating role of key cultural and tourism projects to form a cultural and tourism complex, thus realizing a high-quality cultural and tourism project to drive the vigorous development of local industrial economy.

3.3 Develop Rural Tourism and Expand the Space for Cultural Tourism

In recent years, the beautiful rural construction has achieved outstanding results in China, which has created conditions for the construction and development of rural cultural tourism. Therefore, local governments should take the initiative to combine the rural strategy, coordinate and promote the construction of local rural cultural tourism, and actively explore the characteristic cultural and tourism development model of cultural tourism assisting agriculture and promoting agriculture. It

can not only effectively activate China's cultural and tourism market, but also realize the complementarity and combination of urban cultural and tourism projects and rural cultural and tourism projects, and expand the development space of cultural tourism. In the construction of rural cultural tourism, local governments should actively explore the development mode of "rural scenery + intangible cultural heritage + artistic performance + farming experience" to build a group of characteristic rural towns, thereby driving the development of characteristic folk custom construction, cultural and entertainment project construction, and agricultural product brand construction, expanding the cultural and tourism industry chain, and helping the revitalization of rural economy^[4].

3.4 Improve Service Quality

In the process of promoting the development of local cultural and tourism industry, it is very important to guarantee the quality of service in order to provide consumers with a good consumption experience. Therefore, when promoting the development of cultural and tourism industry, local governments should provide consumers with convenient and thoughtful services from food, housing, transportation, travel, shopping, entertainment and other aspects.

Firstly, it is necessary to strengthen the road network construction. On the one hand, local governments should actively respond to the call of national urban road planning and construction, and form an extensive passenger transport network, so that tourists can flexibly choose road, rail, plane and other travel modes based on their own conditions. On the other hand, local governments should further strengthen the construction of urban road networks and scenic area networks, optimize related supporting services, and constantly promote the development of cultural and tourism services towards the direction of refinement, wisdom and humanization, in order to meet the personalized needs of tourists.

Secondly, it is necessary to improve the quality and service ability of cultural and tourism service personnel, and provide specific tour guidance for tourists. Especially for some scenic spots with minority characteristics, it is necessary to ensure the service quality of guides and staff, and highlight humanistic care from the actual needs of tourists, so as to attract a large number of customers, and then bring the corresponding economic benefits.

Finally, local governments should further strengthen the construction of the "smart cultural and tourism service platform" with the support of the latest information technology, and make every effort to build digital tourism attractions, so that tourists can understand all kinds of information about the scenic spot through the service platform. At the same time, the platform should also be able to provide consumers with a variety of digital cultural and tourism products, which will generate many new cultural formats such as live cultural tourism, cloud exhibition platforms, digital collections, and digital entertainment, and then drive the innovative development of the cultural and tourism industry with science and technology.

3.5 Create a Propaganda Matrix and Shape a High-Quality Image of Cultural Tourism

Building a high-quality cultural and tourism image plays an important role in enhancing the appeal of local cultural and tourism industry to consumers. Therefore, local governments and culture and tourism departments should take the integration of culture and tourism industries as an opportunity to build a superior cultural and tourism brand image, and use new media platforms such as short video platforms, wechat public accounts, Weibo and official websites to publicize and report local cultural and tourism industry projects from various aspects and angles to enhance their influence. Moreover, local culture and tourism departments should actively participate in cultural

and tourism festivals and projects held by various provinces and cities, and build beautiful tourism business cards such as "historical and cultural city", "ecological tourism city", "red hometown" and "folk customs" according to the advantages of local cultural tourism, and further enhance the attractiveness to tourists. Finally, local governments can also actively enhance the attractiveness to tourists by shooting tourism publicity videos, holding special tourism activities and traditional festival activities. If grand commemorative activities are held in some traditional festivals, local governments will take this opportunity to report them in the form of publicity films and documentaries, so as to stimulate tourists' interest in tourism, attract a large number of tourists and bring corresponding economic benefits.

4 Conclusion

To sum up, the integrated development of culture and tourism is currently a hot topic of concern in the industry. When China enters the important stage of a new journey of high-quality development, all localities should combine their own advantages, use technology to drive innovation in the cultural and tourism industry, expand new forms of cultural tourism, and achieve misplaced competition, competitive advantage, and differentiated competition, so that China's cultural and tourism industry can "blossom everywhere", thus promoting the transformation and upgrading of the national industrial structure and providing a steady stream of power support for the further development of society and economy.

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