

Research On The Effective Path Of Integration Between Cultural And Creative Industries And Tourism Industries

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Abstract: In recent years, the cultural and creative industry has received extensive attention, and the relevant policies related to the cultural and creative industry have been adjusted by the country with the purpose to promote the development of the cultural and creative industry. We should probe into the existing cultural resources in the region, re-positioning the development ideas, adjust the regional economic structure, form a new development model so as to expand the market scale of the cultural and creative industry. Rich and colorful cultural and creative resources have gradually become new tourism elements, such as performing arts, visual arts and so on, which become choice of people for travel and leisure. China's tourism industry is developing with prosperity, the development of basic tourism resources seems to be gradually saturated, as a matter of fact, the development of tourism has encountered a new bottleneck, which requires the in-depth exploration of new resources to get rid of the bottleneck of resource-endowment tourism. The integration of cultural creative industry and tourism industry come into being in response to the proper time and conditions. Cultural creative industry and tourism industry are naturally coupled. This paper takes Quanzhou city as an example to explore the integration path of cultural creative industry and tourism industry through quantitative analysis.

At present, cultural creativity has been give top priority in global tourist industry with infrastructure and service method characterized with rich cultural innovation. There are relatively more researches on industry integration, tourist industry and cultural and innovative industry, however, less attention is attached to the research on the integration of cultural and innovative industry and tourist industry. Though the relative researches are more engaged in, the researches are conducted not systematically. From the perspective of all industry chain, Pan Jianming and others discussed the integrative mechanism and implementation paths of tourist industry and cultural and creative industry in Hunan Province and held that the internal motivation of the integration of tourist industry and cultural and creative industry is the pursuit of benefit, the change of the needs in consumption. Besides, the extrinsic motivation is the guidance of the market, advance and innovation of technology as well as the back from the governments. He proposed that creative talents should be give top priority and more efforts can be made in marketing. Taking Chengdu, Sichuan province as an example, Zou Yun analyzed the integration and development mechanism of tourism industry and cultural and creative industry, and proposed that the reasons for the integration of tourism industry and cultural and creative industry in Chengdu include increasing government support, intensifying market competition, technological progress and changing market demand. According to Chunfeng Li and others, cultural creativity and taste are the top priorities for tourists. Ta-an Hung et al. believe that the existing cultural and creative tourism models have not been developed to fully exploited the economic effects brought about by the integration of tourism products and creative industries.

1. Model building

1.1 Evaluation index system for integration level

The selection of measurement indicators should follow the principles of representativeness, systematisms, accessibility and conciseness. More distinctive tourism products can be developed by

the integration of cultural and creative industries and the tourism industry to meet the needs of consumers for experience. Tourism products serve as the expression forms and carriers for cultural and creative industries. According to this correlation and interactive effect, an evaluation index system for the degree of integration was constructed [1-2]. The selected indicators can fully reflect the development status of the tourism industry and reflect the comprehensive level of the scenic spot, such as income, consumption level and number of tourists. This paper is conducted to measure the level of integration between the tourism industry and the cultural and creative industry, and selects indicators from the aspects of market, talent, resources and institutions. On the one hand, indicators can reflect the development status of the tourism industry, including the number of inbound tourists, the number of tourists received, domestic tourism income, per capita spending of inbound tourists, number of star hotels, and total tourism income [3-4]. On the one hand, the index can reflect the status of cultural creative industry, including population, GDP per capita in a given area, the proportion of output value of high-tech industries to GDP, the proportion of added value of cultural industry to the city's GDP, the proportion of funds in research and development to GDP, the proportion of total consumption of household residents to total spending, health workers possessed per ten thousand people, the number of patents for invention in ten thousands of people, the number of public transport vehicles per ten thousand people, greenbelt area per capita, the number of school enrollments in the ordinary high school, the number of college and university students in ordinary higher institutions as well as the number of people engaged in cultural creative industries.

1.2 Model building

1.2.1 Entropy evaluation method

The weight of each index was determined by entropy evaluation method. The smaller the entropy, the greater the index weight. Supposing that there are n groups of data and m evaluation indicators, $i=1,2, \dots, n$. $j=1,2, \dots, m$. The data matrix of original index is as follows:

$$X_{ij} = (x_{ij})_{n \times m} = \begin{bmatrix} x_{11} & \cdots & x_{1m} \\ \vdots & \ddots & \vdots \\ x_{n1} & \cdots & x_{nm} \end{bmatrix}$$

Each index is made dimensionless. The probability or proportion of the index in i and j items and the equations are expressed as follows:

$$P_{ij} = x'_{ij} / \sum_{i=1}^n x'_{ij},$$

$$P_{ij} = (p_{ij})_{n \times m} = \begin{bmatrix} p_{11} & \cdots & p_{1m} \\ \vdots & \ddots & \vdots \\ p_{n1} & \cdots & p_{nm} \end{bmatrix}$$

The index weight at j item: $w_j = g_j / \sum_{j=1}^m g_j$

1.2.2 Model for integration level

Coupling degree is the degree of correlation and interaction among systems. In this paper, the degree of interaction between cultural creative industry and tourism industry is made for study. In measuring the degree of industrial integration, the model for degree of integration is widely applied and can be used to evaluate the mutual relationship between composite systems [5-6]. Based on the model for degree of integration and combined with the measurement index system of this paper, the degree of integration of cultural and creative industries and tourism industries in Quanzhou is analyzed. The system is made with the assumption that μ_i ($i=1,2,3, \dots, n$), the coupling model of the interaction of the two systems is as follows:

$$C_2 = 2 \left[\frac{\mu_1 \times \mu_2}{(\mu_1 + \mu_2)^2} \right]^{\frac{1}{2}}$$

The larger C2 represents the higher coupling degree. The applied functions $H(x, t)$ and $F(x, t)$ respectively represent the tourism industry and the cultural and creative industry. Time is denoted by t . The integration and coordination degree is D . The comprehensive evaluation is T . The model for degree of integration and coordination is built as:

$$D = (c_1 \times T)^{\frac{1}{2}} \{T = \alpha F_1(x, t) + \beta F_2(y, t)\}$$

1.2.3 Evaluation criteria for degree of coordination and integration

There are three situations for the function value of tourism industry and cultural and creative industry: $H(x, t) = F(x, t)$ means synchronous development; $H(x, t) > F(x, t)$ represents the backward development of cultural and creative industry; $H(x, t) < F(x, t)$ denotes the backward development of tourism industry. The classification of degree of integration and coordination is shown in the table below.

Table 1 Classification of degree of integration and coordination

Division	Integration interval	Coordination level
Coordination	0.900-0.999	Coordination at optimal level
	0.800-0.899	Coordination at sound level
	0.700-0.799	Coordination at intermediate level
	0.600-0.699	Coordination at primary level
	0.500-0.599	Coordination at reluctance level
Imbalance	0.400-0.499	On the verge of imbalance
	0.300-0.399	Mild imbalance
	0.200-0.299	Moderate imbalance
	0.100-0.199	Serious imbalance
	0.000-0.099	Extreme imbalance

2. Analysis on empirical results

Relevant data are obtained from China Tourism Statistical Yearbook, Quanzhou Statistical Yearbook, official statistical data, reports from the local media, etc. The entropy evaluation method is used to get the index weight by substituting the calculated data. According to the model for degree of integration and coordination, the comprehensive evaluation index is calculated to obtain the degree of integration and coordination D . See Table 2 below.

Table 2. The level of integration and coordination of cultural innovative industry and tourism industry

Years	F_1	F_2	D	Coordination level
2010	0.008	0.021	0.127	Serious imbalance
2011	0.013	0.056	0.154	Serious imbalance
2012	0.041	0.095	0.253	Moderate imbalance
2013	0.118	0.137	0.359	Mild imbalance
2014	0.154	0.187	0.408	On the verge of imbalance
2015	0.197	0.245	0.468	On the verge of imbalance
2016	0.253	0.308	0.526	Just to the level

				of coordination
2017	0.315	0.366	0.581	Just to the level of coordination
2018	0.358	0.473	0.645	Coordination at primary level
2019	0.405	0.576	0.687	Coordination at primary level

It can be seen that the tourism industry of Quanzhou has been developing steadily in recent years, and the cultural and creative industry has been developing rapidly. The correlation coefficient between the cultural and creative industries and the tourism industry is 0.589, which is correlated with the possibility of integration. In 2010, the cultural and creative industries and the tourism industry were in a state of serious imbalance and reached the primary level of coordination by 2019. Generally speaking, the level of integration is low. Moreover, compared with the cultural and creative industry, the tourism industry lags behind and fails to meet the needs of the cultural and creative industry.

3. The integration path of cultural and creative industry and tourism industry

3.1 The construction of the base for cultural leisure

To promote the integration of cultural and creative industries and tourism industries, it is necessary to deeply explore regional cultural connotation and develop cultural experience based tourism products based on various types of cultural resources [7-8]. Building cultural leisure base is an effective way of integration. Through the establishment of cultural leisure base, the characteristic tourism brand is developed. Cultural and leisure bases can drive the development of tourism-related industries and give full play to the functions in leisure, entertainment and sight-seeing. The cultural and creative tourist products can be developed in creative manner and means. Generally speaking, the establishment of a cultural and leisure base can often create a local unique tourism brand. In addition to some specific functions, cultural and leisure bases are often endowed with functions in sight-seeing and leisure, which can drive the development of tourism-related industries. Creativity and art will become the unique creative products of cultural tourism in Quanzhou through creative means and methods in accordance with the changes for innovation. For example, on the basis of regional culture, high-tech means and methods can be used to restore the beauty of cities and enhance the attraction of creative cultural tourism products.

3.2 Festivals and exhibitions

As a branch of tourism industry, festival tourism has been affirmed and recognized by relative authorities by its unique cultural charm and the leading role in driving regional economy. By contrast, traditional tourism festival activities can not only satisfy the requirements of tourists, but also damage the regional traditional culture, which is a waste of resources. Emerging tourism festival activities should be developed with the development of cultural creative industry as the opportunity and the profound cultural content as the major appeal. "Cultural Creation" should be the key word. Besides, festival tourism and creative culture should be integrated to develop the "creative festive tourism" based economic industrial chain. According to the practical condition of the region, the festive exhibition can be held, which include festive activities, sports activities, exhibition and meeting etc. Creative activities and cultural contents are used in the exhibition based tourism to attract tourists and fully display the description words and pictures related to the cultural creative products and practical materials etc.^[9-10] Fixed form of activities are adopted in festive tourism, such as the local unique cultural tradition or customs, to enhance tourist attraction and demonstrate cultural charm and cultural connotation. New tourists products should be developed to build the exhibition based tourism brand by integrating tourist products and festive exhibition activities.

3.3 Set up a sightseeing factory

Originated in Europe and the United States, after the sight-seeing factory entered China, such kind of factory had received popularity of the tourists with the rapid development. At first, tourism factories were related to people's livelihood and consumption. Since the 1980s, the night scene of the factory, a unique cultural landscape, has attracted the attention of tourists. Sightseeing factories can be built according to the actual situation of the region. Sightseeing factory, a new form of business, has become a new way for the transformation, upgrading and breakthrough of traditional industries. For example, Quanzhou strives to develop differentiated industrial tourism brands, and creates six characteristic industrial clusters, such as "fashion industry tourism", "Coastal carving art", "tea + tourism", "incense + tourism", "porcelain + tourism" and "stone + tourism", so as to form an industrial tourism product system with distinct themes, rich levels and diverse forms, such as industrial sightseeing, tourism shopping and cultural experience. Septwolves Museum of Chinese Men's Clothing, a typical sightseeing factory in Quanzhou, displays the evolution of Chinese men's clothing, inherits the culture of Chinese men's clothing and forms unique cultural connotation, and attracts more tourists through characteristic culture.

Conclusion

In conclusion, the cultural and creative industry has a broad development prospect and has received attention and support from countries all over the world. The integration of the cultural and creative industry and the tourism industry is an inevitable trend. It plays a positive role in both the tourism industry and the cultural and creative industry, and is also an important way to promote the local economic development. The region should make full use of advantages in resources, promote the transformation and upgrading of tourism industry, enhance cultural connotation and promote the development of cultural industry.

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