

Suggestions on High-quality Development of Cultural and Tourism Integration in the Yangtze River Delta

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Abstract. In recent years, the cultural tourism industry has been developing rapidly, becoming an important driving force in leading China's consumption upgrade and bringing many dividends to economic growth, and promoting the high-quality development of the cultural tourism industry has become an indispensable key element in the integration strategy of the Yangtze River Delta. The article analyses the current situation of cultural and tourism integration in the Yangtze River Delta and finds that there are currently deficiencies with the integration in the Yangtze River Delta, such as the lagging development of product formats, insufficient extension of industrial chains, insufficient investment in elements and weak regional linkages. The article suggests strengthening innovation, promoting the iterative upgrading of cultural tourism products and modes, integrating resources to expand the cultural tourism industry chain, increasing investment in elements to build the foundation of the cultural tourism industry, and taking advantage of each other's strengths while coordinating planning, in order to promote the high-quality development of the cultural tourism industry in the Yangtze River Delta region, with the dividends radiating to the surrounding areas.

Keywords: Yangtze River Delta; Cultural and Tourism Integration; High-quality Development.

1. Introduction

The concept of integrated development of culture and tourism has been elevated to the level of national strategy. Especially since the 13th Five-Year Plan, the integration of culture and tourism has been gradually accelerated and deepened, and the new form of consumption in the integration of culture and tourism has increasingly become the pursuit of a better life for people in the new era. High-quality cultural and tourism integration can greatly enhance the country's cultural soft power and promote the development of the tourism industry. On 29 April 2021, the State Council issued the *14th Five-Year Plan for the development of culture and tourism*, proposing to accelerate the development of culture and tourism and consolidate the good situation of overlapping advantages and win-win situation. The high-quality development of the cultural and tourism industry will be further protected by the policy.

The Yangtze River Delta region is the largest economic circle in China, with strong economic strength and many advanced experiences in the development of cultural and tourism integration, and its mode and path of integrated development of culture and tourism is an advanced demonstration of surrounding areas and even the whole country. Although the cultural and tourism integration in the Yangtze River Delta region has been developed in a more mature way compared to other regions, there are still some shortcomings, especially the degree of integration and the way it is done. The article aims to analyze the current situation of cultural and tourism integration in the Yangtze River Delta region, point out the problems and make targeted suggestions, with a view to promoting a higher quality of cultural and tourism integration in the Yangtze River Delta region, as well as providing a good demonstration effect, offering new thinking and new methods for other regions, and realizing synergistic development of economy and society.

2. The Connotation of Cultural and Tourism Integration

2.1 The Basic Connotation of Cultural and Tourism Integration

Culture can enhance the value attributes of tourism, and tourism can enrich the dissemination channels of culture, and the two inherently have natural advantages of integration[1]. Wu Licai and Guo Lu[2] believe that the integration of culture and tourism is a new development model in which culture and tourism are organically coupled in terms of value, effectiveness and path. Wang Xiuwei[3] also points out that the essence of cultural tourism integration is the value coupling of culture and tourism in a common market through the integration of their respective elements, the mutual integration of products and the generation of new business models. It is clear that the integration of culture and tourism is not simply a fusion or combination. Given the importance attached by the state and the policy support in recent years, both the cultural industry and the tourism industry have developed very rapidly and the industrial chain has been extended. At the same time, as the cultural and tourism industries have naturally related properties, there are many intertwined elements in their industrial chains. The integration of culture and tourism means identifying the interface between culture and tourism, further exploring the connotations of culture so that it can be better combined with tourism products or business models, and using tourism products as a carrier for cultural derivation and dissemination. At the same time, more culture should be integrated into the tourism industry to enhance the experience of tourism activities through high-quality cultural elements, which can make tourism products more vibrant and energetic. High-quality cultural and tourism integration means creating new attractive cultural tourism products and formats, adapting them to the evolving consumer market, expanding the space of the tourism consumer market, and promoting the transformation and upgrading of the cultural and tourism industries. Combined with the current national policies related to the cultural and tourism industry, it can be seen that the integration of culture and tourism is an inevitable trend, and to further activate the vitality of the cultural and tourism industries, it is inevitable to carry out the integration of culture and tourism.

2.2 The Need for Cultural and Tourism Integration

The integration of culture and tourism is the requirement of sustainable development of culture and tourism industries. From the perspective of the tourism industry, the early tourism industry in the Yangtze River Delta relied heavily on natural resources, but as ecological protection has become increasingly difficult, many natural landscapes have been damaged to a greater or lesser extent, making it difficult to restore them to their original quality. It is undoubtedly extremely difficult to develop the tourism industry only by relying on the natural landscape. The tourism industry urgently needs to develop new products and new business forms to continuously attract consumers. Due to the natural coupling between the tourism industry and the cultural industry, the integration of culture and tourism can greatly help to transform and upgrade the tourism industry. From the perspective of the cultural industry, the Yangtze River Delta has also faced huge obstacles to the development of the cultural industry in recent years. The lack of new forms of immersive experiences for consumers makes it difficult to further popularize and disseminate culture. In particular, intangible cultural heritage is at risk of disappearing, and there is an urgent need to develop it in greater depth to bring it to the attention of the public. The integration of culture and tourism can enhance consumers' experience of culture and provide a platform and channel for its development.

The integration of culture and tourism is the requirement of the continuous upgrading of consumer demand for tourism. The Engel coefficient of national residents in 2021 was 29.8 percent, a decrease of 0.4 percent compared with 2020. This shows that people's living conditions have improved greatly in recent years, and consumers are no longer satisfied with mere material enjoyment, but have begun to pursue higher-level and higher-quality consumption[4]. During the National Day holiday in 2021, the number of passengers sent by railways in the Yangtze River Delta exceeded one-fifth of the national total, reaching 26.62 million, which shows the huge potential of the Yangtze River Delta tourism consumption market. 2018 The implementation of the "Quality Tourism" brand strategy

marks the beginning of a move towards higher quality tourism products and services. With the growing popularity of personalized consumption, consumers are increasingly inclined to choose personalized and differentiated tourism products, which requires the tourism industry to integrate more cultural connotations, improve the quality of its products and enhance its services to meet the diversified needs of consumers. From the perspective of demand and supply, consumers' demand for quality tourism products is increasing, but the tourism products offered by society are lacking in quality or tend to be homogenized, which inevitably requires a higher quality integration of cultural tourism in the Yangtze River Delta region in order to achieve a balance between supply and demand.

The integration of culture and tourism can provide a new growth point for economic transformation and upgrading and can help to transform China's economic structure. It can lengthen and broaden the cultural and tourism industry chain, cultivating high-quality cultural tourism products and new business models that can stimulate consumers' consumption potential. By reconfiguring the various segments of the cultural and tourism industry chain, cultural and tourism integration improves the efficiency of resource allocation and total factor productivity in all segments and sectors. In addition, cultural and tourism integration can enhance the competitiveness of the tertiary industry, making economic growth more dependent on the tertiary industry and ensuring sustainable and healthy economic growth. More importantly, the integration of cultural and tourism industries will promote the development of other related industries. The efficient and healthy new model of industrial clustering and ecology formed in the process of promoting economic transformation can also provide new solutions for the development of other industries and promoting the change of business form and industrial restructuring of the overall industry in society. Strengthening the deep integration of culture and tourism along the Yangtze River Delta will not only meet the escalating consumer demand, but also drive the development of the surrounding industries and promote further upgrading of social production and consumption[5].

2.3 The Modes of Cultural and Tourism Integration

There are many bases for dividing the modes of cultural and tourism integration in academic circles, including those based on the status of the subject, such as Zhang Zhuping[6] divided the integration modes of culture and tourism into tourism-oriented development of cultural industries, integration of tourism industries with cultural elements, and integration of cultural tourism industries with other industries. For example, Zhang Haiyan and Wang Zhongyun[7] classified cultural tourism integration models into integrated operation of cultural tourism circle, integrated project development and operation, promotion through cultural tourism festivals and exhibitions, promotion through cultural tourism product innovation; some classify models in terms of integration dynamics, for example, Wang Zhaofeng[8] classified integration models into integration promoted by cultural creativity, integration promoted by industrial structure adjustment and integration driven by industrial clusters when studying the coupling relationship between culture and tourism in Xiangxi, Hunan.

Among the many ways of classification, the one based on the mode of interaction and the degree of integration is recognized by more scholars, and is therefore the mainstream way of classification in the study of cultural tourism integration. This classification classifies the integration mode into four modes: industrial penetration, industrial extension, industrial restructuring and integrative fusion. Yin Huaguang[9] argued that these four types of integration are not juxtaposed, but are progressive one by one. Permeable integration[10] refers to the mutual penetration of the industrial chains of culture and tourism, and the development of new industries or new business models with more characteristics based on the original industrial chains, mainly including tourism performance and e-Sports. Extensional fusion is the result of the continuous two-way extension of the two different industries to achieve mutual complementation of each other's advantages and functions, so that the new industries formed have very obvious fusion characteristics and the added value of the industries is greatly enhanced. The new industries formed by this kind of integration mainly include ancient cities/villages/streets, former residences of celebrities, film and television theme parks and other forms. Reorganized fusion is the deconstruction of the value chains of both cultural and tourism

industries and then reorganisation and pairing to form new products or services. In the reorganisation mode, although the core value-creating activities of the original industry are retained in the new value chain, the business model is completely new, which greatly promotes the pace of industrial renewal and upgrading, mainly including exhibition tourism, festival tourism, history, creativity and industry, and other neighbourhood-based consumption forms. Integrative fusion means that the cultural tourism industry relies on a specific carrier or space to integrate the core links of the two industry chains with each other, realising the value-added and integrated development of the newly formed relationship chain. Integrative fusion mainly includes characteristic towns, cultural and tourism complexes, field and garden complexes and other business forms. Integrative fusion is currently the highest level of integration.

3. The Current Development of Cultural Tourism Integration in the Yangtze River Delta

With the continuous support of the government, the role of cultural and tourism integration in improving people's livelihood, developing the economy and environmental friendly attributes have been given full play. At present, the concept of cultural and tourism integration in the Yangtze River Delta region has been deeply rooted in people's hearts, the forms of integration products and integration business models have emerged endlessly, and the integration system has been innovated accordingly. It can be seen that cultural and tourism integration is at a stage of development where it is strongly promoted and its quality is continuously improved.

3.1 The Concept of Cultural and Tourism Integration is Deeply Rooted

From the government to cultural tourism enterprises to the general public, the concept of cultural tourism integration has been deeply rooted in the consciousness of all social entities. The holding of the Yangtze River Delta Cultural and Tourism Integration Development Conference, the establishment of the Yangtze River Delta Cultural and Tourism Consumption Integration Alliance, the establishment of special funds for cultural and tourism, and the signing of *Strategic Cooperation Framework Agreement on the High-quality Development of Culture and Tourism in the Yangtze River Delta* all signify that the government has deeply implemented the concept of cultural and tourism integration and development. At this year's joint meeting of the Culture and Tourism Alliance, the Yangtze River Delta region launched over 50 cultural and tourism work plans on overall image co-shaping and cooperation mechanism co-building, in a concerted effort to promote the high-quality development of cultural and tourism in the Yangtze River Delta. Chuzhou, Zhenjiang, Changzhou, Haining, Zhuji and Jiaxing have also held promotion meetings all over the country to drive the development of local cultural and tourism industries.

A number of government initiatives and the vigorous promotion have led to practitioners in the cultural and tourism industry, including frontline service staff, adhering to the concept of integrating culture with tourism. Now the institutional innovation ability is constantly strengthened, and the public's awareness of the concept of cultural and tourism integration is constantly increasing. The integration of culture and tourism has already owned a better public opinion atmosphere and policy environment. Not only is the supply side of cultural tourism products paying greater attention to the infusion of the concept of cultural-tourism integration into their products, but consumers are also beginning to have better expectations of the interpenetration between culture and tourism on the demand side.

3.2 Cultural and Tourism Integration Products are Abundant

The Yangtze River Delta region is rich in tourism resources and cultural resources, and the integration of culture into tourism products can greatly enhance the derivative value of tourism products and create more sparkle for tourism products, thus stimulating the consumption vitality of the tourism market. In terms of the integration of red culture and tourism, attractions such as the Dabie

Mountain Red Tourism Area and Jiaxing South Lake Tourism Resort rely on their red historical heritage and are moderately developed on the basis of conservation, creating differentiated red tourism while inheriting the revolutionary spirit.

In addition to the red genes, the Yangtze River Delta region has also incorporated intangible heritage culture into its integration. The Yangtze River Delta region is home to renowned intangible cultural heritage such as Shanghai opera, south Yangzi string and pipe ensemble, bone and wood mosaic in Ningbo, Zhejiang and Anhui ink, etc. You can not only watch exciting intangible heritage performances in tourist attractions, but also buy products containing many intangible heritage elements. Since 2018, the Intangible Cultural Heritage Festival has been held in the Yangtze River Delta region to attract tourists to focus on intangible cultural heritage in a modern fashion and make it glow with unique vitality again.

Tourism products with film and television culture have become a hotspot for consumption. The Yangtze River Delta is not only home to Hengdian Film and Television City, which is known as the "Hollywood of the East", but also famous film and television bases such as Binhu Film and Television Town in Wuxi, Suzhou Film Town and Shanghai Technology Film City. Not only the large-scale promotion of movies and TV dramas has attracted many tourists, but also a variety of cultural and creative products have greatly stimulated the consumption desire of tourists. From headpieces with line and dolls with classic film and TV images to the same thing actors use, cultural and creative products incorporate film and TV elements into almost every aspect of clothing, food, housing and transport, creating a high degree of integration between film and TV culture and tourism products. The combination of red culture, film and television culture, folk culture and intangible cultural heritage with tourism products meets the personalised consumption needs of tourists[11].

3.3 New Forms of Cultural and Tourism Integration are Emerging

The integration of cultural and tourism industries refers to the fusion of the two to form a new consumer operation model, with the market and consumer demand at the centre. The Yangtze River Delta region has fused most of the tourism industry with cultural creativity to form a new dynamic of cultural and tourism consumption.

In terms of catering, the Yangtze River Delta has several major cuisines, including Jiangsu, Zhejiang, Anhui and Shanghai cuisine. Restaurants in tourist attractions not only showcase the colour and aroma of their dishes to the fullest, but also dig deeper into the cultural connotations behind each dish, attracting many tourists from other places.

In terms of the accommodation industry, specialty forms are popping up. At this stage, the hotel style in the traditional theme park has basically been unified with the theme style of the park, bringing consumers a more immersive experience. For example, the hello kitty theme park in Hangzhou, Shanghai Legoland and Changzhou Universal Dinosaur City are all equipped with theme hotels in line with their own themes. In addition, many theme hotels in the Yangtze River Delta have been separated from the confines of the park, the hotel itself is already a complete service system, such as the Jiangnan Global Harbor Cruise Theme Hotel, the National Style Hanfu Theme Hotel and the Hot Spring Health Hotel in Jiangsu, which all import culture into the field of special accommodation.

In terms of integration of tourism systems, the development of high-quality tourism routes and the integration of digital technology has greatly enhanced the tourism experience. The 22 newly released red tourism itineraries, the "Watery Jiangsu" green-themed tourism itinerary and the "Poetic Zhejiang" inbound tourism itinerary in the Yangtze River Delta have combined the needs of consumers while maximising the core tourism elements of the region, greatly increasing the satisfaction of visitors to the region. Many museums and galleries have also been digitised, with scenes recreated or virtually interacted with through modern technology such as holography.

In terms of the transportation system, various parts of the Yangtze River Delta have combined their advantageous resources to create transportation and tourism products with regional characteristics. For example, Dafeng District in Yancheng City plans to integrate the harbour, mudflats, deer and cranes, and farming and fishing culture with each other to create the first tourism

highway in the region, promoting its transformation of natural resource advantages into economic advantages.

3.4 Continuous Innovation in the Integration System

The integration of departmental management functions has been achieved. Following the merger of the Ministry of Culture and the National Tourism Administration, the three provinces and one city in the Yangtze River Delta, including the subordinate municipalities, have also merged the two departments, completing the integration of institutional functions and realising the allocation of advantageous resources to key projects as well as the integrated management of public services and market supervision.

Regulation has been standardised and talent training has been professionalised. The release of *Guide to the Digital Construction and Service Management of Rural Cultural and Tourism Creators' Bases in Zhejiang Province* and *White Paper on the Guide to the Supervision and Construction of Scenic Areas on Jiangsu's Intelligent Cultural and Tourism Platform* all signify that the integration of culture and tourism has gradually achieved standardised supervision. The training courses on the topic of cultural tourism industry talents in the Yangtze River Delta have improved the management ability and business level of practitioners and helped cultivate high-quality industrial talents in culture and tourism.

From overall planning, policy incentives to talent training, the Yangtze River Delta region has been innovating institutional mechanisms for cultural and tourism integration, actively utilising resources, developing markets, integrating public utility services through the integration of service organisations and standardisation of systems, and providing high-quality public services for cultural and tourism. At the same time, the economic belt is taking advantage of the geographical advantages of each region to achieve synergistic development.

4. Deficiencies of Cultural Tourism Integration in the Yangtze River Delta

Although the cultural and tourism integration in the Yangtze River Delta region has deepened and become more extensive, it still fails to fully exploit the advantages of the region's cultural and tourism resources, and the development of cultural and tourism products and formats has not kept pace with market demand, while the investment in production factors and the expansion of the industrial chain are also insufficient, leaving the depth of cultural and tourism integration to be improved.

4.1 Lagging Development of Cultural Tourism Products and Formats

Demand determines supply, all products in the market ultimately face the consumer, product design and development need to be based on the actual needs of consumers. The economy is developing at a rapid pace, the whole society is changing at a faster and faster pace, the main consumer groups and consumer preferences in the market are changing rapidly, cultural tourism products must keep up with the market and constantly upgrade[12].

At present, the cultural tourism products in the Yangtze River Delta region do not meet the differentiated needs of consumers, and high-end and customised tours are not sufficiently developed to showcase individuality. Insufficient innovation is the main reason for the lagging development of cultural tourism products. After a model is successfully applied, other regions simply replicate the model. Product homogenization is serious, especially rural tourism. After the success in the surrounding areas, they directly copied it without considering, imitating other places by planting flowers and grass to beautify the environment or constructing antique buildings at will, resulting in serious homogenization phenomenon. In Xiangshan County alone, there are three villages have built glass walkways to attract tourists, this simple imitation of other practices is difficult to achieve sustainable benefits. In addition to rural tourism, theme parks in the Yangtze River Delta also lack differentiation to a certain extent. The Yangtze River Delta region encompasses about 30% of the country's theme parks, with a high degree of aggregation. In addition, the business model of the parks

is much the same, 40% of the theme parks are instrument-based parks, lacking exclusive features and brand IP.

At the supply level, there is a lack of products that can stimulate consumption potential. Supply and demand do not work in one direction, and the emergence of innovative products can also create new demand that can lead to mass consumption. However, at present, the development of cultural tourism products in the Yangtze River Delta is still in a state where supply is catching up with demand, and there are few innovative cultural tourism products that go beyond current consumer ideas. The lack of development of cultural tourism products will lead to a lack of consumer momentum and slow the development of the entire cultural tourism industry, so it is imperative to accelerate the development of new cultural tourism products that meet the needs of the market.

4.2 Insufficient Extension of the Cultural Tourism Industry Chain

Food, accommodation, transport, excursions, shopping and entertainment are the six basic elements of tourism[13] and the essential elements of the cultural tourism chain. Food and accommodation play a supporting role in enhancing the visitor experience; the accessibility of transport determines the time cost of travelling to a destination; shopping and entertainment, the two elements with the highest added value, can significantly increase the level of visitor spending in a destination.

Many cultural and tourism projects in the Yangtze River Delta region suffer from a lack of extension of the industrial chain to a greater or lesser extent. In many rural tourism projects, there are often only elements such as sightseeing, food and drink, with no special transport routes designed to facilitate the travel of tourists, and no additional elements such as shopping and entertainment. The lack of attraction and lack of supporting accommodation facilities, results in rural tourism in the Yangtze River Delta often being a "one-day trip".

In terms of the vertical extension of the industry chain, the Yangtze River Delta has already formed a cultural tourism industry chain that includes planning, development and operation, but there are still shortcomings in the downstream of the industry chain, namely brand promotion and marketing. Many characteristic towns in the Yangtze River Delta, such as the Southern Song Dynasty Imperial Town in Hangzhou, lack highlights in brand building, and fail to establish tourism brands based on consumers' preferences, resulting in low attraction of tourism brands and small radiation scope, hindering the further development of the town. In terms of the horizontal extension of the industry chain, the integration of the cultural tourism industry with other industries in the Yangtze River Delta is insufficient, the development of new industries is slow, and the potential of the industry has not been fully stimulated.

4.3 Insufficient Investment in Elements of Integrated Development

Like other industries, the development of the cultural tourism industry requires the input of many factors, from financial support to talent training, all of which are crucial to the long-term development of the industry. In terms of capital investment, as the investment in the cultural tourism industry is often large in scale and has a long payback period^[14], the cost of capital is high, and the financing channels for the development of the cultural tourism industry are relatively single, relying mainly on the government's financial allocations to obtain funds, with less private capital investment, resulting in a lack of funds, which can lead to slow progress in the construction of infrastructure and the provision of public services of low quality. At the same time, although the government has been increasing its support for the cultural tourism industry, the investment of funds is often concentrated on key projects, while small and medium-sized projects still do not receive sufficient funds to be fully developed.

In terms of talent training, the Yangtze River Delta region is now facing a shortage of specialised talent in the cultural tourism industry and a disconnect between the quality of talent and industry demand. The system needs innovation, cultural tourism products need innovation, technology related to the development of the industry needs innovation, cultural tourism integration model also needs

continuous innovation, innovation ability is an important evaluation factor of the cultural tourism industry talent. Although the Yangtze River Delta has attached great importance to the training and introduction of cultural and tourism talents in recent years, there is still a disconnect between the training of talents in professional institutions and the industry development trend, and there is still a shortage of high-quality talents with a concept of cultural and tourism integration and a sense of innovation.

4.4 Inter-regional Linkages Need to be Strengthened

The inter-regional coordination mechanism is conducive to the rational allocation of resources and the achievement of efficiency gains at an overall level. The integration of the Yangtze River Delta has been underway for several years and has made much substantive progress, with cooperation covering an increasingly wide range of areas.

In terms of cultural and tourism integration, cultural and tourism cooperation in the Yangtze River Delta region is mainly carried out in the form of alliances and agreements, while the cultural tourism of the region is jointly promoted through co-organising various fairs and exhibitions. However, due to the specificity of this form of cooperation, the alliance does not have a strong binding effect on the participating members. In addition, many agreements are only at the stage of framework agreements, and many of the contents and details of the cooperation are not specified, resulting in the implementation process of each region to follow the old ways and do things individually, and the results achieved are very limited.

The fundamental reason for the existence of barriers to cultural and tourism cooperation is still the uneven distribution of interests. The three provinces and one city in the Yangtze River Delta region collaborate with each other with the aim of seeking better development, and the integration of cultural tourism integration means that the existing resources and industrial elements between the regions have to be reorganised, in which case the problem of uneven distribution of interests may arise, which leads to a low motivation for participation from the parts of the region whose interests are damaged.

5. Suggestions for High-quality Development of Cultural Tourism Integration in the Yangtze River Delta

Innovation is the source of all new thinking, new models and new combinations, especially for the integration of cultural tourism, which must rely on the power of innovation. In addition to this, it is important to increase factor investment, integrate resources to realise the horizontal and vertical expansion of the cultural and tourism industry chain, rely on the deep implementation of the Yangtze River Delta integration strategy, and take advantage of the strengths of various regions to promote the high-quality development of cultural and tourism integration.

5.1 Relying on Innovation to Promote the Iterative Upgrading

The core content of the product has always been the key to whether the cultural tourism industry can achieve high-quality development[15]. Cultural tourism products should be guided by market demand, follow the pace of the times, and constantly iterate and upgrade. The main driver of product iteration and upgrading is innovation, and only by adapting to local conditions and introducing new ideas can the homogenisation of tourism products be reduced.

In the development of rural tourism and small towns, it is important to choose a model of cultural and tourism integration that is suitable for the local area, taking into account its advantageous resources and basic conditions to form a unique competitive advantage. In particular, in the development of rural tourism, it is important to avoid homogenisation, to seize the niche market and create precise products. At the same time, appropriately jump out of the habitual sinking route, try to build mid- to high-end products and services, to increase brand premiums and build the rural cultural tourism development pattern combining "point, line and surface". In the process of building a special town, excellent traditional culture and modern culture should be reorganised to conform to the core

values of contemporary society while catering to market demand, and to bring local residents together to create an interwoven picture of production activities, ecological environment and lifestyle[16].

Let advanced technology be integrated into every aspect of the tourism experience to create new cultural and tourism products and formats, and become a new dynamic force in the development of culture and tourism[17]. Firstly, use innovative and unique promotional videos or outdoor advertising to attract consumers, then increase the convenience of tourism by opening online ticketing channels, and use AR and VR technologies to enhance the immersion during the tourism experience.

In terms of management, big data technology is used to facilitate the sharing of information between tourist attractions and attractions in other areas and between cultural and tourism enterprises, so that information on visitor activities can be accurately grasped and the regulation of the cultural and tourism industry can be changed from post-event management to real-time management, turning passivity into initiative.

5.2 Integrating Resources to Expand the Cultural Tourism Industry Chain

The sustainable development of any industry needs a complete industrial chain as the support. From the perspective of horizontal industrial expansion, the primary motivation for the integration of the cultural and tourism industries is to increase the added value of a single industry. Similarly, on the basis of cultural and tourism integration, cooperation with other related industries can further improve the competitiveness of the cultural and tourism industry. Therefore, the Yangtze River Delta region needs to further implement the "cultural tourism +" model and try to realise the cross-border integration of industries such as industry, agriculture, services, sports, finance and technology with the cultural tourism industry, so as to give full play to the potential of integrated development[18] and further improve the competitiveness of the cultural tourism industry.

For example, the Yangtze River Delta is home to the largest comprehensive industrial base in China, namely Shanghai-Nanjing-Hangzhou Industrial Zone. The "cultural tourism + industry" model can give full play to the advantages of all industrial parks. In-depth exploration of the development process of urban industry and the industrial culture contained therein, rational development of industrial heritage, and transformation of abandoned old factory sites into codified creative parks can solve the problem of resource waste while allowing tourists to listen to the stories of the times, and continuously improve the cultural connotation of cultural tourism industry. The "cultural tourism + business" model can be used to meet the personalised consumption needs of consumers by creating a composite space that integrates culture, tourism and business, relying on cultural creativity and technology to make shopping less homogeneous and allowing customers to feel the cultural connotations in the process of consumption.

In terms of vertical expansion of the industry, the cultural tourism industry chain should continue to derive new elements on top of the six elements of tourism. It should be further extended to cultural and tourism products, exhibitions and interpretative activities, and at the same time do a good job of promoting the tourism brand "Traveling together in Shanghai, Jiangsu, Zhejiang and Anhui, enjoying quality tourism". Use the influence of new media platforms to jointly create quality promotional short films or documentaries and other literary works, shaping a good image of the city and enhancing the external influence of the city brand.

5.3 Increase Factor Investment to Build the Foundation of the Cultural Tourism Industry

Open source and cut expenditure to meet the capital needs. Funding is the key to the development of the cultural tourism industry, to change the current situation of insufficient funds for development and to broaden the financing channels can only rely on improving the investment environment. The government should first take the lead at policy level, further increase support for the cultural tourism industry, strengthen cooperation between financial institutions and cultural tourism enterprises, mobilise multiple resources in society, and have state-run enterprises take the lead in attracting the inflow of private capital. While opening up sources of income, attention should be paid to cutting expenditure, and the construction process of individual cultural and tourism projects should be

monitored throughout for quality and efficiency in the use of funds. The funds raised will be used to improve the public infrastructure within and around the area and to employ more and better quality service staff.

Attach importance to the quantity and quality of talents. In terms of training talents, relevant professional institutions should pay attention to the training of students' historical and cultural literacy, management skills, crisis management skills, innovation and creativity, practical skills and other all-round abilities, so as to create composite talents and keep them abreast of industrial development trends. In addition to the efforts of professional institutions, the government and industry associations should also play a role in organising high-quality cultural and tourism talent exchange meetings or training courses. At the same time, the system for introducing high-quality cultural and tourism talent should be further improved, and support should be increased to encourage talent to settle to ensure that both the quantity and quality meet the needs of the high-quality development. In the cultivation of non-inheritors, it is necessary to innovate the way of inheritance and education, increase the salary and living subsidies for inheritors, and attract social intangible heritage lovers by integrating modern elements into intangible heritage, so as to strengthen the inheritance team.

5.4 Unifying Planning Between Regions

To improve the efficiency of linkages between regions, it is necessary to break down the problem of resource mobility caused by administrative barriers and the uneven distribution of benefits. Therefore, it is necessary to further improve the overall coordination mechanism, so as to make the circulation of cultural and tourism resources, products and talents, market and other elements more smooth, realize the sharing of resources within the region, and jointly integrate resources and reasonably distribute them among regions. The Yangtze River Delta region needs to strengthen the division of labor and cooperation among industries and complementary advantages, optimize the industrial layout, and give full play to the coordination effect[19].

The Yangtze River Delta region has a developed economy and strong development potential, the provinces and cities should play a leading role according to their own characteristics. The central cities should play a primary role, while the surrounding city clusters provide support. Shanghai should combine its position as an international metropolis, rely on its strong comprehensive economic strength, resource allocation function and scientific and technological innovation ability, provide institutional creativity and external channel resources for the integrated development of cultural tourism in the Yangtze River Delta, radiate its advantages to each region. Jiangsu relies on its strong scientific and educational background as well as its rich and diverse cultural and tourism resources to nurture more high-quality cultural and tourism talents. Zhejiang relies on its digital economy and beautiful ecological environment to empower the innovative development of the cultural and tourism industry. Anhui should take advantage of its innovative economy and vast hinterland to establish itself as a gathering place for new industries.

6. Conclusions

As one of the most dynamic, open and innovative regions in China, the Yangtze River Delta is endowed with a deep Jiangnan cultural heritage, a huge consumer market and cultural tourism resources, complementary tourism resources and frequent tourism exchanges between the regions.

Under the current new situation of high-quality development, the consumption model of cultural tourism integration has become one of the important factors driving economic development. And further deepening the integration of the cultural tourism industry in the Yangtze River Delta is conducive to better and faster economic and cultural development. At present, the concept of cultural and tourism integration in the Yangtze River Delta is deeply rooted in people's hearts, with a rich variety of cultural and tourism products, new forms of integration, and continuous innovation in the integration system, the cultural and tourism integration in the Yangtze River Delta has made significant progress. However, there are still deficiencies such as lagging development of cultural and

tourism products and modes, insufficient extension of the industry chain, insufficient investment in the elements of cultural and tourism integration development, and the slightly weak linkage between regions. It is possible to promote the iterative upgrading of cultural and tourism products and formats through innovation, integrate resources to expand the cultural and tourism industry chain, increase investment in elements, unify planning between regions, take advantage of each other's strengths, and jointly promote the high-quality development of the cultural and tourism industry in the Yangtze River Delta region.

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