

# Research on Approaches of Cultural and Tourism Enterprises Social Responsibility in the Sustainable Tourism Industry

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**Abstract.** Since the merger of China's cultural and tourism departments in 2018, a large number of cultural and tourism enterprises have emerged. This approved tourism enterprise is the key factor affecting the development of tourism destinations. Meanwhile, sustainable tourism is one of the key topics of tourism industry research in the past 30 years. However, the researchers found that the social responsibility of cultural and tourism enterprises was missing in the sustainable development of tourism. Therefore, the research topic of this paper is the relationship between corporate social responsibility and sustainable tourism. Another one is the way to achieve sustainable tourism. Through the analysis of specific cases, this paper confirms that cultural and tourism enterprises should integrate the plan conducive to the development of tourism destinations into the tourism project planning so as to fulfill their social responsibilities. In terms of relevance, cultural and tourism enterprises can create more elements such as cultural connotations to enhance the connection between enterprises and tourist destinations. Finally, through the current problems existing in the case, this paper gives reasonable and targeted suggestions. The way to realize this mainly includes culture, innovation, and design.

**Keywords:** Sustainable tourism; cultural and tourism enterprises; social responsibility.

## 1. Introduction

In China, people's living standards have been significantly improved. The tourism industry has also been significantly developed. Before the pandemic, the tourism industry already accounted for 10% of China's GDP. Although the epidemic has had a huge impact on tourism, it has recovered very rapidly. In just the past year, China's tourism industry revenue has recovered to 51 percent of its 2019 level. The tourism industry has been upgraded as the Chinese government has merged the Ministry of Tourism with the Ministry of Culture. Cultural and tourism enterprises are developing towards collectivization and scale. The business scope of cultural and tourism enterprises is wider, from the simple development and operation of scenic spots to now covering the entire cultural and tourism industry. Cultural and tourism enterprises' influence is gradually enhanced, and they can play a decisive role in the development of tourist destinations.

The rapid development of tourism has brought a profound impact on society, the economy, and the ecological environment. Sustainable tourism has become an important way for the healthy and sustainable development of tourism. The COVID-19 pandemic in 2020 made severe impacts on the whole tourism industry. The development of tourism after the epidemic is an inevitable trend for domestic sustainable tourism. People need to start thinking about sustainability as a vision of the future of tourism.

Tourism enterprises, especially cultural and tourism enterprises, have great social responsibilities for their tourism destinations in the process of operation, including environmental protection, economic development, and social and cultural development. So far, there is still no complete definition of the social responsibility of cultural and tourism enterprises. However, compared with the social responsibility of other enterprises, the social responsibility of cultural and tourism enterprises is more inclined toward the environment and social development. Up to now, the international evaluation of sustainable tourism has already had a very mature system. However, the development of China's tourism market and tourism industry is more complex and volatile. Therefore, there is no unified evaluation system in China. According to different tourism projects that need to

be evaluated, scholars have modified the sustainable tourism evaluation system to better adapt to the actual situation of the domestic tourism market.

The sustainable development of tourism is the current development trend in China's tourism industry. In addition to the support of the government, cultural tourism group plays a vital role in the development of regional tourism. From the early stage of tourism planning, and tourism development, and then to the later stage of operation, and maintenance, the Cultural and Tourism Group covers the whole process. The main issue explored is the association between sustainable tourism and CSR. Therefore, this paper argues that the cultural tourism Group has a very positive role in promoting the sustainable development of tourism in tourist destinations. This is also the social responsibility that cultural and tourism enterprises should undertake. However, there is no specific way to link the social responsibility of cultural and tourism enterprises to the sustainable development of tourism destinations at present. This paper will select the most representative cultural and tourism enterprise as the case. And analyze problems in fulfilling its social responsibilities and affecting the sustainable development of tourist destinations. This paper will first describe the development background, development stage, and development status of Resonance Culturetour Group. Subsequently, the existing problems are analyzed according to the above information. It includes the type of social responsibility in cultural and tourism enterprises, the relationship between social responsibility and tourism sustainable development, and the practice way. Finally, specific and feasible suggestions were put forward according to these questions. These recommendations will help the Resonance Culturetour Group influence the sustainable development of tourism destinations through social responsibility. The discussion of these issues and the final suggestions will play a positive role in determining the social responsibility of cultural and tourism enterprises and sustainable tourism in tourism destinations.

## **2. Literature review**

### **2.1 The Social Responsibility of Tourism Enterprises**

#### **2.1.1 The definition of social responsibility in tourism enterprises**

So far, there is no complete and comprehensive definition of tourism corporate social responsibility in academia. Most scholars define the social responsibility of tourism enterprises from a specific perspective based on the social responsibility theory. Lund—Durlaeh.D believes that it is the social responsibility of tourism enterprises to protect the environment, create a fair working environment, and seek benefits for employees and local communities [1]. Based on the analysis of stakeholders, Li Yaoqi and Fu Hui believe that tourism enterprises should not merely meet their economic and legal responsibilities, but also actively fulfill ethical, charitable, and environmental responsibilities [2]. From the perspective of behavioral science, Shen Zhongyin defines tourism corporate social responsibility as the principle of tourism enterprise behavior. The main role is to regulate the relationship between stakeholders [3]. By studying the influence of the social responsibility of tourism enterprises on consumers' purchase intention, Wang Na finds that the social responsibility of tourism enterprises means that while following the law and making profits, tourism enterprises also need to fulfill their responsibility to tourism consumers, employees, environment, and charity [4]. From the perspective of sustainable development, Sun Jixin believes that the social behaviors of tourism enterprises are mainly reflected in the protection of the ecological environment, the protection of community culture and tradition, and the restraint of enterprise employees [5]. Similarly, from the perspective of sustainable development, Baniya and other scholars pointed out that the social responsibility of tourism enterprises should emphasize the realization of sustainable development goals of tourism destinations, and pay attention to social and environmental issues [6]. Based on the theories of the above scholars and combined with the theory of Freeman stakeholders [7], this paper defines the social responsibility of tourism enterprises as the economic, legal, environmental, ethical, and other charitable responsibilities of the internal tourism enterprises, to

tourism consumers, tourism destination, government, natural environment and the tourism enterprise itself in the process of operation.

**2.1.2 The particularity and importance of social responsibility in tourism enterprises**

Unlike other industries, tourism is heavily dependent on the natural and cultural environment. Wang Yuan believes that tourism enterprises provide a variety of tourism products and services to the public. Tourism enterprises are very active environmental participants, users, and managers. So, they are very important to carry out tourism environmental protection activities [8]. Scholars represented by Gu Huimin have emphasized the importance of tourism enterprises taking environmental responsibility. The development of the tourism industry relies on natural scenery, human geography, and other environments, which will inevitably affect or even change the natural landscape, cultural landform, and the living environment of local residents [9]. Through the analysis of the impact of tourism activities carried out by tourism enterprises on the environment, Buckley points out that the impact of tourism enterprises on the environment is even greater than that of a medium-sized country [10]. Combined with the views of the above scholars, this paper believes that environmental responsibility is the core of tourism corporate social responsibility.

**2.2 Evaluation Criteria of Sustainable Tourism**

Sustainable development of tourism is the sustainable and healthy development of the tourism system based on tourism resources, including the sustainable development of the economy, society, and environment. The three factors influence each other and interact together. Currently, the internationally recognized standards for sustainable tourism are the GSTC and EC [11]. However, these two sets of standards do not apply to sustainable tourism in China due to practical differences. At present, the establishment of a sustainable tourism evaluation system in China is mainly based on tourist destinations, such as urban tourism, regional tourism, and rural tourism. The establishment of the evaluation system mainly focuses on the sustainable development of the economy, society, and environment, as shown in Table 1. In addition, there are also other evaluation systems. Niu Yafei divides the evaluation indicators into the state layer, diagnostic layer, trend layer, and target layer, and analyzes the current situation, change process, expected state, and the distance of the current situation from the expected state [12]. Based on the symbiosis theory, Wu Gengmin et al. Evaluate the sustainable development of the tourist area by measuring the satisfaction of the main stakeholders in the tourist area and combining it with the objective evaluation of the environment [13]. Liu Yun builds the evaluation index system from the mutual relationship of stakeholders [14]. At present, there is no complete and universal evaluation system in China. Based on the evaluation system of the Tian Guangjing scholars [15], this paper innovates the sustainable tourism evaluation system of ancient towns and ancient villages and makes it more in line with the goal of sustainable tourism development in China's tourism industry.

**Table 1.** The sustainable tourism evaluation system

Tourist destination	Index	Evaluating indicator
City	Resources and environment	Protection degree of scenic spots; air quality; green rate and per capita green area; comprehensive utilization rate of solid waste; sewage treatment rate.
	Financial condition	Annual revenue growth rate; GDP ratio; goods, rooms and catering revenue ratio.
	Society	Annual per capita disposable income; residents' awareness of tourism; population density; unemployment rate; natural population growth rate.

	The potential of sustainable development	Comprehensive tourism resources support; support of infrastructure; basic quality of employees; speed of GDP development.
Regional Tourism	Tourism resources	Number of tourist resource points; type of tourist resources; level of tourism resources; degree of protection of scenic spots.
	Environment	Atmospheric SO <sub>2</sub> concentration; atmospheric TSP concentration; sewage disposal rate; waste disposal rate; noise level; regional forest coverage rate.
	Tourism economy	Total tourism revenue; total number of tourists; tourism revenue GDP proportion; number of travel agencies; number of star hotels; average occupancy rate; proportion of direct tourism employees.
	Social development	The portion of regional GDP in education expenditure; basic quality of tourism practitioners, number of scientific and technological personnel; contribution rate of scientific and technological progress to national economy; crime rate; communication signal coverage; and access to scenic spots.
	Culture	The degree of embodiment of national cultural characteristics; publicity; the degree of protection of national buildings; the preservation of special food; the frequency of national clothing; the frequency of their own language; the degree of national compliance; the retention of customs and habits; the frequency of spontaneous organization of national religious activities.
	Coordination degree	Economic, social, environmental and management coordination
	Potential ability	Potential security of tourism resources; potential social and economic support; potential carrying capacity of tourism environment
Distinct town	Economic	Per capita output value; productivity of characteristic industries; industrial institutions and benefits; completeness of water supply and drainage system; proportion of science and technology enterprises; quality of labor personnel; proportion of investment in characteristic industries.
	Society	Integrity of pension facilities, completeness of culture, education and health facilities; adequacy of employment opportunities, integration of industry, city and culture; popularity and development potential; cultural brand influence.
	Environment	Overall capacity of the town; green space coverage; noise rate, surface water cleanliness; environmental sanitation and environmental protection; energy consumption intensity.
Ancient town	Resources	Historical values; style integrity, scale and richness of characteristic buildings; proportion of original residents; coordination with surrounding environment; inheritance of stories and interpretation of folk stories; preparation and implementation of protection plan; and protection awareness of local residents.
	Economic	Annual reception person; per capita consumption of tourists; per capita income of local residents; annual growth rate of tourism income; tourism income in the total income of residents.

	Society	Strength of government support; warm hospitality of residents; reasonable development income distribution; reception facilities; tourist satisfaction; quantity and quality of surrounding attractions.
	Environment	The proportion of environmental protection input; public green area; air quality grade; water quality index; solid waste treatment rate
Cultural heritage	Economic impact	Employment opportunities for residents; leisure and entertainment opportunities; business and investment opportunities; tourism infrastructure
	Social culture	Regional characteristics of handicrafts; identity of local culture; attitude of residents towards tourists; local traditional customs
	Environment effects	Natural vegetation; air quality; water quality; visual comfort
Rural tourism	Economic	Annual reception person; income GDP ratio; resident Engel coefficient; resident per capita income; commodity sales ratio; tourist per capita consumption; annual growth rate of fixed asset investment; proportion of employees in community residents; input-output ratio.
	Environment	Forest coverage rate; harmless treatment rate of solid waste, per capita public green space area; clean energy utilization rate; number of biological species; proportion of environmental protection input; development and utilization intensity index; rural characteristics and authenticity; aesthetic value; and popularity.
	Culture	Community residents' satisfaction, hospitality and environmental awareness; the enthusiasm of community residents to participate in tourism management; crime rate; reasonable distribution of development income; tourist satisfaction, revisit rate and average stay time; the proportion of cultural protection investment, etc.
	Development support	Cultural level of staff; whether sound management organization; establishment of crisis management organization; proportion of personnel training expenses in tourism income, complaint handling satisfaction rate; communication level, number of travel agencies, perfection of public facilities, etc.
Historic village	Society	The proportion of tourism practitioners; level of social security; accessibility; social communication; health status; interpretation of perfect service facilities; community organizations on tourism and hospitality; tourist satisfaction; environmental awareness; significant improvement in traffic conditions, living standards, and significantly improved brand awareness.
	Resources	Difference and homogeneity of tourism resources; cultural benefits; integrity of ancient buildings; proportion of main buildings, etc.
	Environment	Environmental capacity; environmental quality; village greening rate; community resident satisfaction; the damage degree of infrastructure construction and scenic spot development, etc.
	Economic	Percentage of GDP of tourism income; per capita income; proportion of environmental protection expenditure; Engel

		coefficient; tourism protection expenditure
	Technology support	Investment proportion and application degree of science and technology; contribution rate of science and technology to tourism; educational background and training of employees, etc
	Culture	Cultural sustainability, the integrity of traditional culture (including folk customs, clothing, etc.), whether it has historical and inheritance value
Attractions	Tourist satisfaction	Ornamental; supporting facilities; interpretation system; infrastructure construction; emergency handling capacity, etc
	Local residents' satisfaction	Impact of tourism on living standards, living environment and traditional culture; policies; employment opportunities; distribution of benefits
	Tourism enterprise satisfaction	Support from government departments; residents; infrastructure; number of tourists; scenic spot benefits; corporate and social recognition
	Local government satisfaction	Driving effect of local economy; contribution of tourism tax; tourism accident rate; public living environment; community harmony and stability; influence on social features.
	Environment	Air quality; water and acoustic environment quality, waste treatment standard rate; vegetation coverage rate; capacity index

### 3. Case Background

#### 3.1 Background Analysis

In China, with the gradual progress of reform and opening up, the national consumption capacity is gradually improving, and the spiritual and cultural demand is constantly growing. Tourism has become a normal and rigid need in national life. Therefore, the proportion of the tourism economy in the total economic volume is also increasing year by year. In 2017, the Chinese government promoted the reform of the tourism industry to achieve the integration of cultural and tourism industries. This approach not only enriches the variety of tourism products but also promotes the large-scale development of cultural and tourism groups.

#### 3.2 The State of Development

Today, China's tourism industry has gone through four stages. In 1978-1991, it was the initial stage of the development of the tourism industry in China. During the rapid development stage of 1992-2008, domestic tourism and outbound tourism gradually developed. From 2009 to 2018, China entered the era of mass tourism. Since 2019, the public has been increasingly pursuing high-quality tourism. However, the COVID-19 outbreak in 2020 had a huge impact on tourism. Since the outbreak of the pandemic, the number of travel agencies has continued to decline. After that, the industry shows signs of recovery in terms of total domestic tourists and total consumption in 2021.

Resonance Culturetour Group has completed more than 4000 planning and design projects worldwide. More than 500 projects have been completed and put into operation. These projects involve cultural tourism cities, tourist resorts, tourist resorts, distinct towns, theme parks, and high-end hotels, which have been recognized and affirmed by the market and are also in line with the current direction of tourism development in China.

#### 3.3 The Status

In the post-epidemic era, China's tourism market has shown some new characteristics. First, due to different epidemic prevention and control policies in different regions, more and more people choose to travel nearby. So, the surrounding areas are becoming increasingly popular. In addition, the

period, short distance, and high frequency of urban leisure travel and rural tourism are also popular. Finally, tourism products are more abundant. Tourism enterprises have launched "Tourism +" projects to integrate more elements into tourism products, including cultural elements, modern science and technology elements, etc.

Resonance Culturetour Group is a world-renowned cultural and tourism enterprise. It leads the international trend in the construction of all-region tourist attractions, tourism ecosystems, theme parks, cultural environments, characteristic towns, and rural tourism. Tourism products have won more than 300 awards in international cultural tourism, planning, architecture, and landscape design competitions. Resonance Culturetour Group is also very popular in the Chinese market, not only because of the competitive advantage of the group but also because it is highly compatible with the current development direction of the Chinese tourism market.

## 4. Case Analysis

This paragraph mainly answers the following three questions by analyzing the current situation of China's tourism market and the Resonance Culturetour Group. The first question is what kind of social responsibility should it fulfill. Second, how should its social responsibility affect the sustainable development of tourism in tourist destinations? Finally, in what way should Resonance Culturetour Group achieve the sustainable development of tourism destinations?

### 4.1 What is the social responsibility of the company?

Social responsibility plays a vital role in the business activities of enterprises. Since the situation of enterprises is different, discussing social responsibility through the practical situation will be necessary.

As mentioned in this literature review, tourism enterprises should fulfill their environmental and economic responsibilities for their tourism destinations in the process of operation. Resonance Culturetour Group is not only a world-famous cultural tourism project planning company but also a highly concerned design company. Resonance Culturetour Group mainly provides the overall planning and development of tourist destinations, as well as the design of landmark buildings in tourist destinations. This is different from traditional tourism enterprises including travel agencies, hotels, and transportation companies. Traditional tourism enterprises are the direct participants of tourism projects, which directly affect the economy, environment, and other problems of tourism destinations. For example, scenic spots protect the ecological environment by limiting tourist flow. However, Resonance Culturetour Group generally will not directly encounter tourist reception, scenic spot operation, and other tourism services. At the same time, there is no corresponding social responsibility practice standard for Resonance Culturetour Group for reference. Therefore, there has been a dispute over the Resonance Culturetour Group on the social responsibility of which tourism destinations.

### 4.2 How does the company's social responsibility affect the development of sustainable tourism?

This paragraph will focus on how to establish the connection between the tourism corporate social responsibility and the tourism destination, and how tourism corporate social responsibility affects the sustainable development of tourism. At the same time, the specific cases of the Group are analyzed.

Since 1990, when the basic framework of sustainable tourism was first proposed at the Vancouver Global Conference on Sustainable Development, this topic has received much attention from the international community [15]. Sustainable tourism has become an important way for the healthy and sustainable development of tourism. In the process of operation, tourism enterprises have a great social responsibility to the tourism destinations, including environmental protection, economic development, social and cultural development, etc. At the same time, according to the establishment

of the sustainable tourism evaluation system in this paper, it is clear that society, economy, environment, and culture are also important criteria for sustainable tourism.

Based on the case analyzed in this article, although different from hotels, tourism agencies, and other tourism enterprises, Resonance Culturetour Group still needs to take the corresponding social responsibilities. In addition, tourism planning can determine the future development direction of the tourism destination to a large extent. Therefore, the social responsibility of tourism enterprises is partly related to the sustainable development of tourism.

However, some of the Resonance Culturetour Group's projects still have problems in this regard. "Konggu Youlan" is a project designed, developed, and built by Resonance Culturetour Group in Datong, Shanxi Province. "Konggu Youlan" is a non-traditional Chinese garden architecture, which integrates a large number of Chinese historical and cultural elements. "Konggu Youlan" has been called the most influential cultural tourism project in China. "Konggu Youlan" is indeed impeccable in its design and influence, but the author thinks that "Konggu Youlan" is not a qualified cultural tourism project, it does not play a due role in local development. As an internationally renowned cultural tourism project, it cannot promote the development of the project location, and not the sustainable development of tourism. In other words, the cultural travel project has lost its connection with its tourist destination. This is a problem that Resonance Culturetour Group urgently needs to solve at present.

#### **4.3 How to achieve it?**

Resonance Culturetour Group should actively seek appropriate and reasonable ways to promote the sustainable development of tourism destinations in the specific operation. In recent years, the business of Resonance Culturetour Group in China has flourished, becoming a benchmark enterprise in China's tourism planning industry and an innovative leader in the cultural tourism industry. It is committed to creating a distinctive cultural tourism brand strategy, serving the happy lifestyle of Chinese families, and creating a one-stop cultural tourism project from planning to landing operation. At the same time, the development projects of Resonance Culturetour Group almost cover all the popular tourism projects in the current Chinese tourism market, including scenic spots, national cultural parks, national tourist resorts, pastoral tourism complexes, characteristic towns, tourism complexes, health tourism, theme parks, hot spring tourism, etc. Besides, Resonance Culturetour Group is also committed to building a tourism development service platform and a tourism development and operation ecosystem to achieve the whole industrial chain services. The business system of Resonance Culturetour Group can better promote the development of sustainable tourism.

At present, sustainable tourism can only be achieved through the joint efforts of multiple stakeholders, not the social or environmental behavior of a single enterprise. The business of Resonance Culturetour Group covers the entire industrial chain from development to practice. As a result, Resonance Culturetour Group has a better ability to achieve sustainable tourism, which is also regarded as part of corporate social responsibility. However, the problem is that the author thinks that Resonance Culturetour Group is lacking in this aspect. Its cultural and tourism planning projects can be modified in many ways to integrate more sustainable tourism concepts.

### **5. Suggestions and Discussions**

Based on the above analysis, this paper has explored what social responsibility should be realized, how corporate social responsibility affects the sustainable development of tourism destinations and specific implementation approaches. Next, the article will give the corresponding suggestions respectively.

#### **5.1 Resonance Culturetour Group's Social Responsibility**

As a cultural tourism planning company, Resonance Culturetour Group should integrate its social responsibility into tourism project planning. According to the actual situation of the tourist destination,

the economic and social benefits brought by the tourist destination should be considered more in the planning case. Through the improvement of tourism project planning, it will be conducive to the development of local society, economy, culture, and environment and realize the social responsibility of Resonance Culturetour Group.

Tourism project planning plays a guiding role in tourism destinations. In general, travel planning covers a wide range of aspects, and every aspect is very detailed and well-founded. Therefore, tourism planning can better help tourism destinations carry out tourism development and operation [16].

To fulfill its social responsibility to the tourist destination, Resonance Culturetour Group needs to add more projects to the planning scheme that are beneficial to the overall development of the local tourist destination.

## 5.2 The Way to Make the Connection

Resonance Culturetour Group should create more cultural attributes which are closely related to the tourism destinations in the cultural and tourism planning, to realize the impact on the sustainable tourism of the tourist destinations

The most important part of tourism corporate social responsibility is to play a certain role in the environmental protection and economic development of tourism destinations. At the same time, sustainable tourism is an important way to the healthy and sustainable development of tourism. As a cultural tourism planning enterprise, Resonance Culturetour Group has a great social responsibility for the sustainable development of tourism destinations. Based on the case of Resonance Culturetour Group, this paper argues that the best way to influence the sustainable development of tourism destinations by corporate social responsibility is to create an association between tourism projects and the cultural attributes of tourism destinations.

The Hmong Village of Xijiang has a rich traditional cultural connotation. The whole village from the architectural style to local conditions and customs all show the traditional customs of 1 Miao ethnic. The local government created a Miao traditional culture tourism destination with rich connotations and characteristics. Through its cultural attributes, it has successfully created a popular tourist destination, maximally and completely protected the local traditional culture, and also promoted the comprehensive development of the local area [17].

Different regions have unique cultural connotations. It is one of the most effective and convenient ways to make use of the existing local cultural resources in tourism planning. Creating and associating with local culture is not more likely to be recognized by residents and attract the interest of foreign tourists. But more importantly, it protects local traditional culture and contributes to the sustainable development of local tourism when enterprises effectively take social responsibilities. The cultural attributes cover a wide range of non-material aspects, including traditional culture, ethnic characteristics, history, cuisine, handicraft skills, folk customs, and so on. Also, it includes architecture, historical sites, and characteristic landscapes. These are rich cultural attributes that can be searched and expanded.

Therefore, Resonance Culturetour Group can integrate more cultural attributes into its cultural tourism planning to take social responsibility and influence the sustainable development of local tourism.

## 5.3 Methods Selection

This paper believes that Resonance Culturetour Group's desire to achieve sustainable tourism development in tourist destinations mainly includes three ways: design, culture, and innovation.

Sustainable tourism development is a long-term process. Cultural and tourism projects need to last long enough to become sustainable tourism. Therefore, when carrying out cultural tourism planning, Resonance Culturetour Group can take "long-term" as the way to achieve sustainable development of tourism. "Long-term" can be interpreted as "sustainability", which means to ensure the long-term and healthy operation of tourism projects. Currently, the accepted theory of sustainable development refers to the development that meets the needs of the present generation without compromising the

ability of future generations to meet their needs. It is based on three basic principles, including equity, sustainability, and commonality. Sustainable design includes more sustainable building materials, more acceptable and less outdated building styles, and more rational layouts and greenery. The sustainable design allows a tourist destination to go further without losing tourists' interest. Cultural sustainability ensures that the public can accept and generate strong interest. Sustainable tourism projects give the tourism products of tourism destinations room for development and reform. Through innovation to make up for the loss caused by the tourism product life cycle

The above three approaches can better help Resonance Culturetour Group achieve sustainable tourism development in tourism destinations, and better combine corporate social responsibility and sustainable tourism.

## 6. Conclusion

Through the case analysis of Resonance Cultural Travel Group, this paper provides some solutions for Resonance Cultural Travel Group how to influence the sustainable development of tourism destinations through corporate social responsibility.

In terms of social responsibility, cultural and tourism enterprises should integrate the programs that can contribute to the sustainable development of tourism destinations into the planning of tourist destinations. In this way assume the social responsibility to the tourist destination. In terms of the lack of relevance between tourism projects and tourism destinations, this paper believes that creating cultural relevance is the best solution. The subject of culture covers a very wide range and there are a lot of topics worth exploring. While making use of cultural attributes to create tourism projects, intangible cultural heritage is also protected. In terms of practical approaches, this paper finally summarizes three aspects. First, from the construction of tourism projects to the overall layout planning, incorporating the concept of sustainability into a destination will help tourists not lose interest for a long time. This greatly promotes the sustainable development of tourism. The second aspect is cultural sustainability, which is the same as the paper mentioned earlier. Adding cultural elements to tourism projects can make the connotation of tourism projects richer and attract tourists more. The last aspect is innovation. Tourism projects need constant innovation and keeping up with the current hot topics such as digital tourism. In this way, the popularity of the tourist destination is guaranteed, to ensure the sustainable development of the place.

This paper fills the current gap in the research field of the correlation between corporate social responsibility and sustainable tourism. Both cultural and tourism enterprises and sustainable tourism are hot topics that are worth further analyzing. This paper analyzes the relationship between them through a single case and gives corresponding suggestions. The suggestions have great implications for the general direction of China's tourism and cultural development and have certain reference values. However, there are too few cases and a lack of generality in the current research on this topic. More cases and data are needed for in-depth research.

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