

# Strategies for the Synergistic Development of the Cultural Industry and Tourism Economy from the Perspective of Cultural-Tourism Integration

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## Abstract

Amid the ongoing transformation of the economy and society, traditional development models of the cultural industry and tourism economy have become increasingly inadequate to meet the evolving requirements of modern economic development. To better align both the cultural industry and tourism economy with the diversified trends of modernization, greater attention must be given to their coordinated development. There is a natural synergy between the two: the cultural industry is the soul of the tourism economy, while tourism provides a vehicle for the dissemination of culture. Their organic integration offers mutual benefits, contributing to improved living standards for the public and meeting the needs of social development. Therefore, this paper deeply explores strategies for the synergistic development of the cultural industry and tourism economy under the framework of cultural-tourism integration, aiming to further advance their deep integration and achieve mutual benefit and common development.

## Keywords

Cultural-tourism Integration; Cultural Industry; Tourism Economy.

## 1. A Brief Overview of the Cultural Industry and Tourism Economy

### 1.1. Overview of the Cultural Industry

The cultural industry refers to a collection of productive activities that generate cultural products and services to satisfy the cultural needs of the public. It includes core cultural sectors-activities that focus on culture as the central content and directly serve the spiritual needs of people through the creation, production, dissemination, and exhibition of cultural products. This is the main body of the cultural industry. It also includes related sectors that support cultural production, such as auxiliary and intermediary services, cultural equipment manufacturing, and cultural consumption terminal products, serving as supplementary components.

In China, compared with traditional industries, the cultural industry is a unique sector. Its products are mainly oriented toward emotional consumption, which seeks to resonate with people's hearts. The development of the cultural industry must both integrate with and distinguish itself from traditional industries. It possesses general industrial attributes and unique cultural characteristics, producing not only economic benefits but also significant social value[1-5].

### 1.2. Overview of the Tourism Economy

Tourism involves close economic relationships and cooperation both among tourism enterprises and between these enterprises and other related industries, collectively promoting the prosperity of the tourism sector. Tourism enterprises provide services such as

accommodation, transportation, sightseeing, shopping, and entertainment, while tourists pay for these services, thus establishing an economic link between the two parties. To effectively organize tourist activities, tourism enterprises must also establish economic relationships with other sectors. These economic interactions constitute the content of the tourism economy, which is an integral part of the national economy.

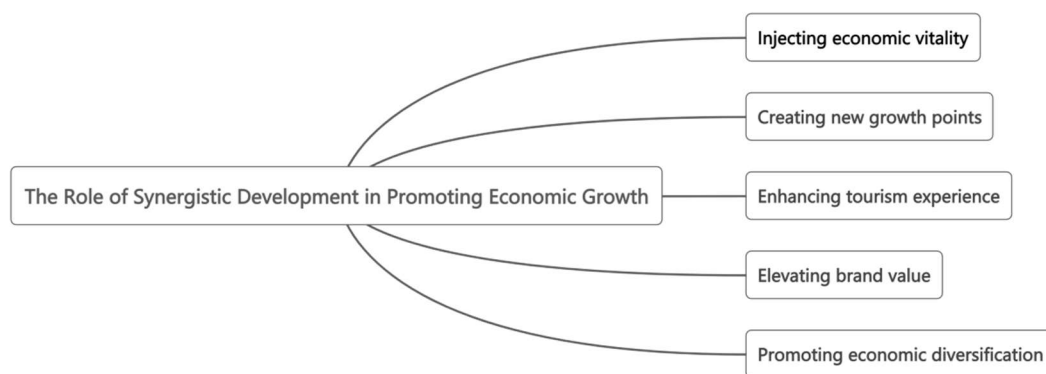
With social development, tourism has become one of the fastest-growing and largest industries globally. Its role in urban economic development continues to grow, with increasing contributions to economic stimulation, employment, cultural promotion, and environmental enhancement. Tourism is gradually becoming a pillar industry supporting overall economic growth.

## 2. The Significance of the Synergistic Development Between the Cultural Industry and Tourism Economy

### 2.1. Promoting Economic Development

Exploring the similarities and differences between the cultural industry and the tourism economy, and integrating them in a targeted manner, holds substantial significance. As shown in Figure 1, such integration can inject vitality into local economic development and open new avenues for economic growth.

First, incorporating cultural elements into tourism products and services can offer visitors a refreshing and novel experience, enhancing the uniqueness of the tourism experience. This, in turn, increases tourism revenue and indirectly promotes the development of related sectors such as hospitality, dining, and transportation, forming a virtuous cycle of economic growth. Second, the synergistic development of the cultural industry and tourism economy can extend tourists' length of stay. When visitors are captivated by unique cultural attractions, they are more likely to prolong their travel to further explore local culture. Third, such integration can enhance local brand value, raise international visibility, and even attract investment from both domestic and foreign sources, thereby laying a solid foundation for diversified economic development[6-9].



**Figure 1.** The Role of Synergistic Development in Promoting Economic Growth

### 2.2. Promoting Traditional Culture

Under the background of cultural-tourism integration, the coordinated development of the cultural industry and tourism economy can effectively promote China's excellent traditional culture. By embedding cultural elements-such as folk performances, handicraft displays, and traditional festivals-into tourism, visitors can experience the unique cultural features of a locality, thereby facilitating cultural transmission.

Compared with abstract dissemination, immersive cultural experiences are more likely to evoke emotional resonance among tourists and enhance cultural communication. Moreover, this integration allows cultural resources to be transformed into tourism products. Selling cultural souvenirs, artworks, and offering distinctive cultural experiences enables the direct conversion of cultural value into economic benefits.

Following current development trends, integrating regional cultural characteristics into tourism activities and showcasing local culture to the outside world promotes mutual understanding and respect among different cultures, thereby enhancing cultural diversity.

### **3. Current Status of Cultural-Tourism Integration Development**

#### **3.1. Limited Development Carriers**

The development of cultural-tourism integration is hindered by the limitations in how cultural resources are utilized, product homogenization, and the lack of innovation and diverse experiences-failing to meet tourists' increasingly diversified demands. In many regions, cultural-tourism products still rely on traditional cultural exhibitions and basic tourism services, such as museum visits and historical site tours, with insufficient innovation that combines cultural elements and modern tourism experiences.

For example, in some regions, the focus of integration is solely on showcasing cultural heritage, without integrating interactive experiences or modern technologies, resulting in a lack of novelty and appeal in the tourism experience. Additionally, the issue of product homogenization is prominent: many regional tourism products and services are similar, lacking local characteristics and creativity, which intensifies competition in the domestic tourism market and weakens visitors' interest.

#### **3.2. Shortage of Interdisciplinary Talents**

Cultural-tourism integration involves not only the fusion of products and resources but also the integration of talent. Talent is a critical component in the integration of cultural and tourism industries. Currently, the demand for professional expertise continues to grow. Successful integration requires not only abundant natural resources and sound policies and regulations but also a strong reserve of human capital[10-12]. This calls for interdisciplinary professionals who understand local development, economic backgrounds, and cultural environments, while also being familiar with the principles and practices of cultural-tourism integration.

However, such professionals are in extremely short supply, and few individuals with these qualifications are engaged in relevant work. This talent gap poses a major constraint on the integration process, making it difficult to ensure sustainable development and leaving the industry with a weak reserve of future talent.

#### **3.3. Low Resource Integration Rate**

Although the concept of cultural-tourism integration has guided the development of both industries and encouraged collaboration in resource configuration, the current integration methods are overly simplistic and lack innovation, restricting the depth and breadth of integration.

In some regions, despite having rich natural resources, these resources have not been effectively leveraged to drive local economic development. Planning efforts are often fragmented and localized rather than comprehensive and systematic, leading to significant regional disparities in development. Moreover, the excessive and single-mode exploitation of cultural resources-applying one fixed method for resource development-reflects a lack of innovation. Innovation and development are essential driving forces for integrating the cultural and tourism industries. Without innovation, repetitive development models will lead to the

depletion of limited resources and insufficient value creation, ultimately undermining the potential for maximizing economic benefits.

## 4. Strategies for Synergistic Development of the Cultural Industry and Tourism Economy from the Perspective of Cultural-Tourism Integration

### 4.1. Improving the Integrated Service System

The integration of culture and tourism is a systematic project involving multiple sectors and thus requires strong support and attention from governments and relevant departments to ensure effective implementation. A clearly defined government management system and integration framework should be established.

This includes continuous optimization of institutional structures, enhancement of cultural heritage protection, public services, market supervision, and coordination of cultural and tourism industries. Deep reforms in management systems and improved synergy between administrative powers and responsibilities will help achieve unified management of resources. Currently, several departments have introduced work plans for tourism development and cultural services, which have begun to break down industry boundaries, integrate product resources, and innovate planning standards and industry concepts-see Table 1. Moving forward, it is essential to improve the management system as a whole, reform administrative processes, and effectively implement policies.

**Table 1.** Changes Before and After the Improvement of the Integration Service System

Specific content	Before building the system	After building the system
Efficiency of resource integration	Resources are scattered and integration is difficult	Resource concentration, high integration efficiency
Level of public service	The service facilities are not perfect and the service quality is low	The service facilities are complete and the service quality is high
Market supervision ability	Lack of supervision, market order chaos	Strict supervision and market order

### 4.2. Cultivating Interdisciplinary Professionals

Talent is the core competitive advantage in the development of cultural-tourism integration. The efficient operation of the cultural and tourism industries depends heavily on professional support. This includes professionals in areas such as marketing and finance, training, monitoring and evaluation, high-quality services, planning, enterprise operations, and government administration-see Figure 2.

During integration, emphasis should be placed on cultivating interdisciplinary talents. Internally, efforts should be made to strengthen cross-disciplinary training and provide learning opportunities for government officials and corporate employees, enhancing their professional competence and overall quality.

Externally, high-quality interdisciplinary talents should be actively recruited and incorporated into operation and management systems to provide strong talent support for the sustainable development of the cultural-tourism industry.



**Figure 2.** Skills and Proportions Required for Interdisciplinary Talents

### 4.3. Innovating the Cultural-Tourism Product System

From a product integration perspective, cultural-tourism fusion is mainly reflected in thematic restaurants, hotels, cultural and creative products, characteristic towns, intangible cultural heritage, theme parks, performances, festivals, exhibitions, and museums-offering a rich and diverse range of cultural tourism experiences.

In the current environment of diversified tourism demand, the industry must continue to improve its research into investment environments, tourism resources, and visitor needs. It is crucial to identify optimal integration points between culture and tourism and create comprehensive brands that include entertainment, shopping, travel, accommodation, transportation, and food[13-15].

A multi-dimensional and diversified tourism product system should be established, and high-end leisure-oriented cultural products should be designed and developed. Moreover, to enhance market competitiveness and enrich the cultural dimension of tourism, modern technologies-such as AI, digitalization, and cultural creativity-should be integrated into traditional tourism products and services. This will promote cultural identity, deepen integration, and achieve shared development for all stakeholders.

### 4.4. Highlighting Local Cultural Characteristics

Cultural and creative industries can drive economic development, create jobs, enhance tourism environments, and shape local cultural identity. In the process of constructing characteristic environments, local cultural features are also developed and promoted, laying a strong cultural foundation for the sustainable development of tourism.

Integrating culture into scenic areas enriches their thematic meaning and allows tourists to gain a deeper understanding of local cultural heritage. Combining traditional cultural resources with tourism resources helps highlight the uniqueness of scenic areas and ensures the rational utilization of cultural assets.

This not only enhances the economic performance of the tourism industry and unlocks its potential but also benefits more tourists. To further promote cultural tourism, local governments and industry professionals should explore tourist demands from multiple perspectives and design targeted tour routes based on local cultural resources.

Through the development of cultural and creative industries, cultural and tourism resources can be effectively integrated. This enables tourists to enjoy immersive cultural experiences while learning about outstanding traditional culture in an enjoyable atmosphere—enriching the overall tourism experience.

## 5. Conclusion

In summary, with the continuous improvement of living standards and consumption levels, the public's demand for cultural experiences and high-quality tourism continues to rise. Therefore, it is essential to continuously innovate cultural-tourism development models, promote deeper integration, and fully leverage the appeal of traditional culture and the economic momentum of tourism.

To achieve this, development strategies should focus on improving the integrated service system, modernizing product systems, and cultivating interdisciplinary professionals-realizing the deep integration of the cultural industry and tourism economy. Over time, this will not only enhance the comprehensive strength of regional economies but also support the preservation and innovation of local culture, injecting new vitality into the sustainable development of local economies and societies.

## Acknowledgments

This project is supported by the Deyang City Philosophy and Social Science Research Planning Project, the special topic "Night Economy" and Sanxingdui IP Integrated Tourism Culture Development Area Path Research ".\*(DY25ZX019).

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