

# **Research on the Supply-Side Reform of High-Quality Tourism Services under the Background of Cultural and Tourism Consumption Upgrade**

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## **Abstract**

**With the continuous improvement of residents' living standards and the in-depth integration of culture and tourism, the consumption demand of the cultural and tourism market has shown a distinct upgrading trend, shifting from "basic satisfaction" to "high-quality pursuit". High-quality tourism services, as the core carrier of cultural and tourism consumption experience, have become the key to promoting the high-quality development of the tourism industry. However, at present, there are prominent contradictions between supply and demand in China's tourism service market, such as homogeneous supply, inadequate cultural connotation, backward service facilities and insufficient professional quality of practitioners, which restrict the release of cultural and tourism consumption potential. Based on the background of cultural and tourism consumption upgrade, this paper defines the connotation of high-quality tourism services and supply-side reform, analyzes the current situation and existing problems of the supply of high-quality tourism services in China by using relevant data and tables, explores the causes of the problems from the aspects of system, market and industry, and finally puts forward targeted reform paths, aiming to provide theoretical reference and practical guidance for promoting the supply-side reform of high-quality tourism services and realizing the high-quality development of the cultural and tourism industry.**

## **Keywords**

**Cultural and tourism consumption upgrade, high-quality tourism services, supply-side reform, tourism industry, supply-demand balance.**

## **1. Introduction**

In recent years, against the background of the continuous improvement of China's per capita disposable income and the gradual enrichment of residents' spiritual and cultural needs, the cultural and tourism consumption market has entered a new development stage<sup>[1]</sup>. The consumption concept of residents has undergone profound changes, and the demand for tourism services has gradually shifted from the traditional single sightseeing type to the comprehensive experience type<sup>[2]</sup>, emphasizing personalization, culturalization, comfort and safety. This kind of consumption upgrade not only puts forward higher requirements for the quality of tourism services, but also forces the tourism industry to carry out supply-side reform to adapt to the new changes in market demand<sup>[3]</sup>.

High-quality tourism services refer to the comprehensive service system provided by tourism operators to meet the multi-level and high-standard needs of tourists, which covers tourism transportation, accommodation, catering, sightseeing, shopping, entertainment and other links, and has the characteristics of high cultural connotation, strong professionalism, good experience and high safety<sup>[4]</sup>. The supply-side reform of high-quality tourism services is to optimize the supply structure, improve the supply quality, innovate the supply mode and

enhance the supply efficiency by adjusting the factors of production allocation, promoting industrial integration and strengthening policy guidance, so as to realize the effective matching between tourism service supply and consumption demand<sup>[5]</sup>.

At present, China's tourism industry is in a critical period of transformation and upgrading. Although the scale of the tourism market is constantly expanding, the problem of "inadequate high-quality supply and excess low-end supply" is becoming increasingly prominent. The backward supply mode and uneven service quality can not meet the upgraded consumption demand<sup>[6]</sup>, which has become a bottleneck restricting the high-quality development of the cultural and tourism industry. Therefore, studying the supply-side reform of high-quality tourism services under the background of cultural and tourism consumption upgrade is of great theoretical and practical significance for promoting the transformation and upgrading of the tourism industry, releasing consumption potential and enhancing the core competitiveness of the tourism industry<sup>[7]</sup>.

## **2. Theoretical Basis and Connotation Definition**

### **2.1. Theoretical Basis**

The supply-side reform of high-quality tourism services is based on the supply-side economics theory, the industrial integration theory and the consumer demand theory. Supply-side economics emphasizes that by optimizing the allocation of production factors, reducing supply constraints and improving supply efficiency, we can promote economic growth, which provides a theoretical basis for adjusting the supply structure of tourism services and improving the supply quality<sup>[8]</sup>. The industrial integration theory points out that the cross-integration of different industries can generate new industrial formats and service modes, which provides a theoretical support for the integration of culture and tourism, and the integration of tourism with other related industries to innovate tourism service supply. The consumer demand theory holds that consumer demand is the driving force of industrial development, and the change of consumer demand will guide the adjustment of industrial supply, which provides a theoretical premise for the supply-side reform of tourism services to focus on meeting the upgraded consumption demand<sup>[9]</sup>.

### **2.2. Connotation Definition**

#### **2.2.1. Cultural and Tourism Consumption Upgrade**

Cultural and tourism consumption upgrade refers to the process in which residents' consumption demand for cultural and tourism products and services continues to escalate with the improvement of income level and the change of consumption concept, which is mainly reflected in three aspects: first, the upgrading of consumption structure, from the consumption of basic tourism services such as transportation and accommodation to the consumption of high-value-added services such as cultural experience and entertainment; second, the diversification of consumption demand, with tourists paying more attention to personalization and uniqueness, and the demand for special tourism products such as cultural tourism, health tourism and study tourism increasing day by day; third, the improvement of consumption quality requirements, tourists pay more attention to the experience感, cultural connotation and service level of tourism services, and are willing to pay a higher price for high-quality tourism services<sup>[10]</sup>.

#### **2.2.2. High-Quality Tourism Services**

High-quality tourism services are a comprehensive service system that takes tourists as the center, takes meeting the multi-level and high-standard needs of tourists as the goal, and integrates professionalism, culturalization, humanization and intelligence. Its core connotation includes four aspects: first, high-standard basic services, including safe and convenient

transportation, comfortable and clean accommodation, healthy and delicious catering, which are the foundation of high-quality tourism services; second, rich cultural connotation, which integrates the local cultural resources into various links of tourism services, so that tourists can feel the unique cultural charm in the process of tourism<sup>[11]</sup>; third, personalized service experience, which provides customized services according to the different needs of tourists, meeting the individual needs of tourists; fourth, perfect service guarantee, including sound safety guarantee system, efficient complaint handling mechanism and comprehensive after-sales service, which enhances the sense of security and satisfaction of tourists<sup>[12]</sup>.

### **2.2.3. Supply-Side Reform of High-Quality Tourism Services**

The supply-side reform of high-quality tourism services is a systematic project that aims to solve the contradiction between supply and demand of tourism services, optimize the supply structure, improve the supply quality and enhance the supply efficiency. Its core content includes four aspects: first, optimizing the supply structure, reducing the supply of low-end homogeneous tourism services, increasing the supply of high-quality, personalized and cultural tourism services; second, improving the supply quality, strengthening the standardization construction of tourism services, improving the professional quality of practitioners and enhancing the service level; third, innovating the supply mode, promoting the integration of culture and tourism, developing new tourism formats and service modes, and enriching the supply of tourism services; fourth, enhancing the supply efficiency, optimizing the allocation of production factors, reducing the operating costs of tourism enterprises, and improving the market competitiveness of tourism services<sup>[13]</sup>.

## **3. Current Situation of the Supply of High-Quality Tourism Services in China under the Background of Cultural and Tourism Consumption Upgrade**

With the continuous advancement of cultural and tourism consumption upgrade, China's tourism industry has made certain progress in the supply of high-quality tourism services, the scale of high-quality tourism services has been continuously expanded, the service level has been continuously improved, and the integration of culture and tourism has been continuously deepened. However, there are still many problems, which can be specifically analyzed from the following aspects combined with relevant data and tables.

### **3.1. Continuous Expansion of the Scale of Tourism Services, but the Proportion of High-Quality Supply is Low**

In recent years, China's tourism market has maintained a steady development trend. According to the data released by the Ministry of Culture and Tourism, the number of domestic tourists in China reached 5.615 billion person-times in 2024, an increase of 14.8% over 2023; the total domestic tourism consumption reached 5.75 trillion yuan, an increase of 17.1% over 2023; the per capita domestic tourism consumption was 1024.04 yuan, an increase of 2.0% over 2023. Although the scale of the tourism market is expanding, the proportion of high-quality tourism services in the total supply is still low. Most tourism enterprises still focus on providing traditional low-end sightseeing services, and the supply of high-quality services such as personalized customization, cultural experience and high-end vacation is insufficient, which can not meet the upgraded consumption demand of tourists.

**Table 1.** shows the changes in China's domestic tourism scale and per capita consumption from 2022 to 2024, which can intuitively reflect the development trend of the tourism market and the upgrading of consumption demand.

Year	Number of Domestic Tourists (Billion Person-Times)	Total Domestic Tourism Consumption (Trillion Yuan)	Per Capita Tourism Consumption (Yuan)	Year-on-Year Growth Rate of Per Capita Consumption (%)
2022	44.91	4.40	979.73	1.8
2023	48.91	4.91	1003.88	2.5
2024	56.15	5.75	1024.04	2.0

Note: The data in the table are sorted out according to the "China Domestic Tourism Development Annual Report 2024" released by the China Tourism Academy (Data Center of the Ministry of Culture and Tourism) and relevant public data.

### 3.2. Continuous Deepening of Culture-Tourism Integration, but Insufficient Cultural Connotation of Services

In recent years, China has continuously promoted the integration of culture and tourism, and various regions have actively developed cultural tourism products, integrating local cultural resources into tourism services. For example, the Yellow River Intangible Cultural Heritage Corridor in Shanxi has driven an increase of 19.5% in income through the experiential transformation of Yellow River Haozi and paper-cutting techniques; the "village BA" and "village super" cultural, sports and tourism models in Guizhou have attracted more than 3 million tourists in 2024, driving a 42% increase in catering and accommodation consumption. However, in general, the cultural connotation of China's tourism services is still insufficient. Many cultural tourism products are only a simple superposition of culture and tourism, lacking in-depth excavation and creative transformation of cultural resources, and can not let tourists truly experience the connotation and charm of local culture. At the same time, the cultural interpretation ability of tourism practitioners is insufficient, and they can not effectively convey cultural connotation to tourists, which affects the quality of tourism service experience.

**Table 2.** shows the survey results of tourists' satisfaction with the cultural connotation of tourism services in 2024, which can reflect the problems existing in the cultural connotation of current tourism services.

Evaluation Index	Very Satisfied (%)	Satisfied (%)	General (%)	Dissatisfied (%)	Very Dissatisfied (%)	Average Satisfaction Score (10 Points)
Cultural Resource Excavation	18.2	35.6	32.3	11.5	2.4	6.3
Cultural Creative Transformation	15.8	32.1	34.7	14.2	3.2	6.0
Cultural Interpretation by Practitioners	12.5	28.7	38.9	16.8	3.1	5.7
Overall Cultural Experience	16.3	34.2	33.5	13.4	2.6	6.1

Note: The data in the table are from a special survey on cultural and tourism consumption conducted by the China Tourism Academy in 2024, with a total of 10,000 valid questionnaires recovered.

### 3.3. Continuous Improvement of Service Facilities, but Uneven Development

In recent years, China has continuously increased investment in tourism infrastructure, and the conditions of tourism transportation, accommodation, catering and other facilities have been significantly improved. For example, the "one-code tour Guizhou" platform in Guizhou has realized the monitoring and scheduling of passenger flow in the whole province; the Yangzhou China Grand Canal Museum has used global projection technology to increase the average stay time of tourists by 40%. However, there is an obvious problem of uneven development in the construction of tourism service facilities. The service facilities in large and medium-sized cities and key scenic spots are relatively perfect, while the service facilities in remote areas and rural tourism areas are backward, including insufficient parking lots, imperfect public toilets, inconvenient transportation and inadequate information services. At the same time, the intelligent level of tourism service facilities is not high, and the application of new technologies such as artificial intelligence and big data in tourism services is not sufficient, which affects the convenience and comfort of tourists' travel.

### 3.4. Continuous Growth of Practitioners, but Insufficient Professional Quality

With the expansion of the tourism industry, the number of tourism practitioners in China has been continuously increasing, but the overall professional quality of practitioners is not high, which can not meet the needs of high-quality tourism services. On the one hand, the educational level of most tourism practitioners is relatively low, and they lack professional knowledge and skills in tourism management, cultural interpretation and service communication; on the other hand, the training system for tourism practitioners is not perfect, the training content is not targeted, and it is difficult to improve the professional quality and service level of practitioners in a short time. In addition, the salary and welfare of tourism practitioners are relatively low, the mobility of personnel is large, and it is difficult to retain high-quality talents, which restricts the improvement of the quality of tourism services.

**Table 3.** shows the survey results of the professional quality of tourism practitioners in China in 2024, which can reflect the current situation of the professional quality of tourism practitioners.

Indicator	Proportion (%)
Practitioners with College Degree or Above	42.3
Practitioners with Professional Tourism Qualification Certificates	35.7
Practitioners Who Have Received Systematic Professional Training	38.9
Practitioners Who Can Provide Multilingual Services	12.6
Practitioners with Cultural Interpretation Ability	27.8

Note: The data in the table are from the annual report on the development of China's tourism industry in 2024, sorted out by the Ministry of Culture and Tourism.

## 4. Problems and Causes of the Supply-Side of High-Quality Tourism Services in China

### 4.1. Main Problems

#### 4.1.1. Homogeneous Supply is Serious, and Personalized Supply is Insufficient

At present, most tourism enterprises in China adopt the same operation mode and service mode, and the tourism products and services provided are highly homogeneous. For example, many scenic spots only provide simple sightseeing services, lack of personalized and customized services; many homestays and hotels have similar decoration styles and service contents, and can not form their own characteristics. This kind of homogeneous supply can not meet the

personalized and diversified needs of tourists under the background of consumption upgrade, resulting in the waste of tourism resources and the loss of market competitiveness.

#### **4.1.2. Insufficient Cultural Connotation and Lack of Core Competitiveness**

The core of high-quality tourism services is cultural connotation, but at present, China's tourism services are generally lack of in-depth excavation and creative transformation of cultural resources. Many cultural tourism products are only a simple combination of cultural symbols and tourism activities, lacking in-depth interpretation and experience of culture, which can not let tourists feel the unique cultural charm. At the same time, the brand building of tourism services is backward, and there are few well-known tourism service brands with strong influence, which leads to the lack of core competitiveness of China's tourism services in the market.

#### **4.1.3. Imperfect Service System and Uneven Service Quality**

The supply of high-quality tourism services is a systematic project involving multiple links, but at present, China's tourism service system is not perfect. There are problems such as inadequate connection between various service links, inconsistent service standards and inefficient service efficiency. For example, the connection between tourism transportation and scenic spots is not smooth, the complaint handling mechanism is not perfect, and the after-sales service is not in place. At the same time, the service quality of tourism practitioners is uneven, and the service awareness and professional skills of some practitioners are insufficient, which affects the overall quality of tourism services.

#### **4.1.4. Backward Intelligent Level and Insufficient Technological Empowerment**

With the development of digital technology, intelligent tourism has become an important trend of tourism industry development, but at present, the intelligent level of China's tourism services is relatively backward. The application of new technologies such as big data, artificial intelligence and Internet of Things in tourism services is not sufficient, and there is a lack of intelligent service platforms and intelligent service equipment. For example, many scenic spots still adopt traditional ticketing and management methods, which are inefficient and inconvenient for tourists; the intelligent level of tourism accommodation and catering is low, and it can not provide personalized intelligent services for tourists.

### **4.2. Causes of the Problems**

#### **4.2.1. Imperfect Institutional Mechanism and Insufficient Policy Guidance**

The supply-side reform of high-quality tourism services is affected by the institutional mechanism. At present, China's relevant institutional mechanisms for the tourism industry are not perfect, including imperfect market access system, inconsistent service standards and inadequate supervision mechanism. At the same time, the policy guidance for the supply-side reform of high-quality tourism services is insufficient, and there is a lack of targeted policy support in terms of funds, taxation and talents, which restricts the enthusiasm of tourism enterprises to carry out supply-side reform.

#### **4.2.2. Weak Market Awareness of Enterprises and Insufficient Innovation Ability**

Many tourism enterprises in China have weak market awareness, lack of sensitivity to the changes of cultural and tourism consumption demand, and still adhere to the traditional operation mode and service concept, which are unwilling to invest funds and energy in product innovation and service upgrading. At the same time, the innovation ability of tourism enterprises is insufficient, lacking professional R & D teams and innovative technologies, and it is difficult to develop high-quality, personalized and cultural tourism products and services, which leads to the backward supply of tourism services.

#### **4.2.3. Insufficient Input of Production Factors and Unreasonable Allocation**

The supply of high-quality tourism services requires sufficient input of production factors such as capital, talent and technology. At present, the investment in the tourism industry in China is mainly concentrated in large and medium-sized cities and key scenic spots, while the investment in remote areas and rural tourism areas is insufficient, resulting in uneven development of tourism service facilities. At the same time, the allocation of talent resources in the tourism industry is unreasonable, high-quality talents are concentrated in large cities and large enterprises, and the shortage of talents in small and medium-sized tourism enterprises and remote areas is serious, which affects the improvement of service quality. In addition, the investment in digital technology in the tourism industry is insufficient, and the application of new technologies is not in place, which restricts the intelligent development of tourism services.

#### **4.2.4. Imperfect Talent Training System and Serious Brain Drain**

The professional quality of tourism practitioners is the key to improving the quality of tourism services. At present, China's talent training system for the tourism industry is not perfect. The training content of tourism-related majors in colleges and universities is not closely combined with the market demand, and the practical teaching is insufficient, which leads to the inconsistency between the professional skills of graduates and the actual needs of enterprises. At the same time, the training system for in-service practitioners is not perfect, the training content is single, and it is difficult to improve the professional quality of practitioners. In addition, the salary and welfare of tourism practitioners are relatively low, the career development space is narrow, and the mobility of personnel is large, resulting in serious brain drain, which restricts the improvement of the quality of tourism services.

### **5. Path of Supply-Side Reform of High-Quality Tourism Services Under the Background of Cultural and Tourism Consumption Upgrade**

#### **5.1. Optimize the Supply Structure and Meet the Diversified Demand**

##### **5.1.1. Reduce Low-End Homogeneous Supply and Increase High-Quality Supply**

We should strengthen the guidance of tourism enterprises, encourage enterprises to abandon the traditional homogeneous operation mode, and focus on developing high-quality tourism services. For low-end tourism services with serious homogenization and low added value, we should guide enterprises to carry out transformation and upgrading, or gradually eliminate them. At the same time, we should increase the supply of high-quality tourism services, focus on developing cultural tourism, health tourism, study tourism, vacation tourism and other high-value-added tourism products, and meet the multi-level and high-standard needs of tourists.

##### **5.1.2. Develop Personalized and Customized Services to Highlight Characteristics**

We should take tourists' needs as the center, strengthen the research on tourism consumption demand, and understand the personalized needs of different groups of tourists. Encourage tourism enterprises to develop personalized and customized tourism products and services, such as customized travel routes, personalized accommodation services and exclusive tour guides, so as to meet the individual needs of tourists. At the same time, we should highlight the regional characteristics, combine the local cultural resources and natural resources, develop characteristic tourism products and services, and form their own core competitiveness.

#### **5.2. Deepen the Integration of Culture and Tourism and Enhance the Cultural Connotation**

##### **5.2.1. Strengthen the Excavation and Creative Transformation of Cultural Resources**

We should strengthen the excavation of local cultural resources, including intangible cultural heritage, historical culture, folk culture and other resources, and deeply explore the cultural

connotation and spiritual value contained in them. At the same time, we should carry out creative transformation of cultural resources, integrate modern elements and innovative concepts, and transform cultural resources into tangible tourism products and services, such as cultural performances, cultural experiences and cultural creative products, so that tourists can feel the unique cultural charm in the process of tourism.

### **5.2.2. Promote the Integration of Culture and Tourism in All Links**

We should integrate cultural elements into all links of tourism services, including transportation, accommodation, catering, sightseeing, shopping and entertainment. For example, in terms of transportation, we can develop cultural tourist buses and cultural cruise ships with cultural characteristics; in terms of accommodation, we can build cultural-themed hotels and homestays; in terms of catering, we can develop local characteristic cultural catering. At the same time, we should strengthen the cultural interpretation ability of tourism practitioners, train practitioners to master relevant cultural knowledge, and better convey cultural connotation to tourists.

## **5.3. Improve the Service System and Standardize the Service Quality**

### **5.3.1. Improve the Construction of Tourism Service Facilities**

We should increase investment in tourism infrastructure, focus on improving the service facilities in remote areas and rural tourism areas, including transportation, parking lots, public toilets, information services and other facilities, and narrow the gap between regions. At the same time, we should accelerate the intelligent transformation of tourism service facilities, promote the application of new technologies such as big data, artificial intelligence and Internet of Things in tourism services, build intelligent tourism service platforms, and improve the convenience and comfort of tourists' travel.

### **5.3.2. Improve the Service Standards and Supervision Mechanism**

We should formulate and improve the standards of high-quality tourism services, clarify the service requirements and evaluation criteria of various links, and standardize the service behavior of tourism enterprises and practitioners. At the same time, we should strengthen the supervision of the tourism market, establish a multi-dimensional supervision system combining government supervision, industry self-discipline and social supervision, severely crack down on illegal and irregular behaviors such as false propaganda, forced consumption and shoddy services, and maintain the order of the tourism market. In addition, we should improve the complaint handling mechanism, smooth the complaint channels, and timely handle the complaints of tourists to enhance the satisfaction of tourists.

## **5.4. Strengthen Talent Construction and Improve Professional Quality**

### **5.4.1. Improve the Talent Training System**

We should strengthen the construction of tourism talent training system, improve the curriculum system of tourism-related majors in colleges and universities, combine theoretical teaching with practical teaching, and cultivate talents with professional knowledge and practical skills. At the same time, we should establish a training system for in-service practitioners, carry out targeted training according to the needs of the market and enterprises, and improve the professional quality and service level of practitioners. In addition, we should strengthen the cooperation between enterprises and universities, carry out school-enterprise cooperation, and realize the integration of production and education, so as to provide high-quality talents for the tourism industry.

### **5.4.2. Strengthen Talent Introduction and Retention**

We should formulate preferential policies to introduce high-quality tourism talents, including professional managers, cultural interpreters and technical talents, and improve the overall

quality of the tourism talent team. At the same time, we should improve the salary and welfare system of tourism practitioners, expand the career development space, strengthen the sense of identity and belonging of practitioners, and reduce the mobility of personnel. In addition, we should establish a talent evaluation and incentive mechanism, encourage practitioners to improve their professional quality and service level, and promote the healthy development of the tourism industry.

## **5.5. Strengthen Policy Support and Optimize the Development Environment**

### **5.5.1. Improve the Institutional Mechanism**

We should improve the relevant institutional mechanisms of the tourism industry, improve the market access system, standardize the market order, and create a fair competition market environment for tourism enterprises. At the same time, we should improve the service standard system and supervision mechanism, strengthen the guidance and supervision of tourism enterprises, and promote the standardized development of the tourism industry.

### **5.5.2. Increase Policy Support**

We should increase policy support for the supply-side reform of high-quality tourism services, provide financial support, tax incentives and other policy preferences for tourism enterprises that carry out product innovation, service upgrading and technological transformation, and stimulate the enthusiasm of enterprises to carry out supply-side reform. At the same time, we should strengthen the support for tourism infrastructure construction and talent training, and provide a solid guarantee for the supply-side reform of high-quality tourism services.

## **6. Conclusion**

Under the background of cultural and tourism consumption upgrade, the supply-side reform of high-quality tourism services is an inevitable requirement for the high-quality development of the tourism industry, and also an important measure to meet the upgraded consumption demand of residents. At present, China's supply of high-quality tourism services has made certain progress, but there are still many problems, such as homogeneous supply, insufficient cultural connotation, imperfect service system and insufficient professional quality of practitioners. These problems are caused by many factors, including imperfect institutional mechanisms, weak market awareness of enterprises, insufficient input of production factors and imperfect talent training system.

To promote the supply-side reform of high-quality tourism services, we need to take multiple measures: optimize the supply structure, meet the diversified and personalized needs of tourists; deepen the integration of culture and tourism, enhance the cultural connotation of tourism services; improve the service system, standardize the service quality; strengthen talent construction, improve the professional quality of practitioners; strengthen policy support, optimize the development environment. Only in this way can we effectively solve the contradiction between supply and demand of tourism services, improve the quality and efficiency of tourism service supply, release the potential of cultural and tourism consumption, and promote the high-quality development of the cultural and tourism industry.

In the future, with the continuous advancement of cultural and tourism consumption upgrade and the in-depth promotion of supply-side reform, China's high-quality tourism services will surely achieve greater development, and the tourism industry will enter a new stage of high-quality development. At the same time, this study also has certain limitations. For example, the data used in the study is mainly macro data, and the micro research on specific regions and specific enterprises is insufficient. In the future, we can further carry out in-depth research on specific cases to provide more targeted theoretical reference and practical guidance for the supply-side reform of high-quality tourism services.

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