

# Research on the Integration Development Strategy of Cultural Industry and Tourism Industry in Tai'an City

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**Abstract:** The integrated development of culture and tourism refers to the deep integration of culture and tourism, aiming to promote innovative development of the tourism industry through the development, protection, and inheritance of cultural resources, while promoting the improvement of local economy and social and cultural exchange and communication. In the process of integrating cultural and tourism development, cultural resources have been endowed with new value and better protected and inherited. At the same time, the tourism industry has also gained new development momentum and competitive advantages, achieving a transformation from a single tourism consumption to a deep cultural experience. Promoting tourism through culture and highlighting culture through tourism are important ways to promote cultural dissemination and develop modern tourism in the new historical era. This paper aims to investigate the integrated development of cultural industry and tourism industry in Tai'an City, its current situation, problems and countermeasures. Through in-depth analysis of the integrated development of the two industries, it is found that there are some problems, such as lack of coordination mechanism, low integration degree and insufficient innovation ability. Therefore, this paper proposes to strengthen policy guidance, establish coordination mechanism, improve innovation ability and other countermeasures to promote the integrated development of cultural industry and tourism industry in Tai'an City, so as to achieve economic transformation and upgrading and sustainable development.

**Keywords:** Cultural Industry, Tourism Industry, Integration Development

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## 1. Introduction

Tai'an City is located in the middle of Shandong Province, in the golden tourism route of "one mountain, one water, and one saint", with unique tourism resources. Mount Taishan, located in it, is a famous tourist attraction in Shandong Province. It has been listed as a world natural and cultural heritage by the United Nations Educational, Scientific and Cultural Organization (UNESCO). It is also known as the "epitome of oriental history and culture", and is famous at home and abroad. However, the tourism resources in Tai'an are independent from each other, tourists mainly climb mountains, stay for a short time, and the cultural value of Mount Taishan has not been reflected. For this reason, this topic starts from the perspective of the combination of Mount Taishan culture and tourism resources, in order to solve the current tourism dilemma in Tai'an and better spread Mount Taishan culture.

E Yu Perova conducted a survey of cultural tourists in the Nova Scotia region, and found that the majority of surveyed tourists had a high interest in local cultural tourism activities [1]. The age, education level, and cultural influence of tourists have a significant impact on their cultural tourism behavior [2]. International tourists also have a higher interest in the area due to the attraction of local culture. David B. Weaver, Anna K. Wek, and others conducted a survey on Chinese inbound tourists, studying the cultural contact and connection between overseas tourists and China, as well as the cultural products they consume in China, the main cultural tourism attractions they pay attention to, and the cultural activities and types they participate in and experience [3-5]. David B. believes that the cultural experience of cultural tourists has a positive impact on tourism satisfaction.

Cheng Xiaoli, Zhu Yawen, Zhang Haiyan, Wang Zhongyun (2013), Weng Gangmin, Li Lingyan, and others studied the feasibility, necessity, and operational mode of

industrial integration from the perspective of cultural and tourism industry integration [6-9]. For example, Cheng Xiaoli and others proposed three modes of interaction and integration between cultural and tourism industries by analyzing the current situation of the integration and development of cultural and tourism industries in Anhui Province. Xu Hong, Fan Qing, Shi Jianqiang, Zhao Junming, Xu Chunxiao, Hu Ting, Yang Gengsheng, Wang Dong, Sun Bin, and others explore the interactive development of cultural industry and tourism industry from the perspectives of inter industry interaction, fusion driving factors, and implementation paths [10-12].

## 2. The Current Situation of the Integration of Tourism and Cultural Industries in Tai'an City

With its huge cultural advantages, Tai'an has held Mount Taishan International Tourism Culture Climbing Festival, Mount Taishan Dongyue Temple Fair, "Mount Taishan Champion" Series Climbing Challenge Arena, Feicheng Peach Blossom Festival, Dongping Water Margin Cultural Tourism Festival, Ningyang Cricket Culture Festival, and Lianhua Mountain Tourism Culture Festival for many times. It is through providing highly diverse festival and exhibition projects that more tourists are attracted to Tai'an for sightseeing and leisure vacation. Among them, Mount Taishan International Tourism Culture Climbing Festival, Dongping Water Margin Cultural Tourism Festival and other brand festivals have been influential internationally and domestically in recent years, which have played a huge role in driving the local and even Shandong tourism industry, further promoting the integration and development of the two.

In recent years, Tai'an has produced a number of key products reflecting Mount Taishan culture, such as a large-scale live show "Mount Taishan · Fengchan Ceremony of China", a hundred episode long story review "Talking about Mount Taishan", the film "Mount Taishan Kung Fu", a large-scale magic musical "Mount Taishan Love", animation TV series and the film "Mount Taishan Shi Dandang", and a large 3D series of animated film "Mount Taishan People". It has created a new highlight of cultural tourism in Tai'an and Mount Taishan, further enriched and enhanced the cultural connotation of tourism in Tai'an and Mount Taishan, lengthened the industrial chain, and developed Mount Taishan tourism from the original half day tour to the current three day tour, from the original "Mount Taishan Tour" to the current "Pintai'an".

In recent years, Tai'an City has planned tourism routes with different cultural themes, giving the entire tourism route distinct and unique cultural characteristics, promoting the integration and development of culture and tourism industry. Daiyue District adheres to the integration of urban and rural areas, develops the tourism industry through urban development, and creates tourism routes with cultural experiences as the theme. That is, with Sun Tribe and Mount

Taishan Liulaogen Grand Stage as the leader, integrating Mount Taishan White Horse Temple Scenic Spot, Qi Great Wall, Xiao Daheng Tomb, Dawenkou National Archaeological Site Park and other scenic spots, the cultural experience theme line is launched.

The Water Margin Cultural Tour and Yellow River Cultural Tour in Dongping County have been included in the 10 boutique tourism routes in the planning of the Central Plains Economic Zone. Because Dongping faces the Yellow River in the west, Dongping Lake is a bright pearl gestated by the Yellow River and Mount Taishan Mountain. In addition, among the 10 boutique tourism routes, the Three Kingdoms Culture Theme Tour and the South to North Water Diversion Ecological Culture Tour are also directly related to Dongping County. Because Dongping County is still the hometown of Luo Guanzhong, the author of "Romance of the Three Kingdoms", and is home to attractions such as the Luo Guanzhong Memorial Hall; Dongping Lake is also an important hub on the East Line of the South to North Water Diversion Project.

Feicheng City has launched a "Flower Tour" boutique tourism route. This includes a cultural experience tour. Visit the Liutai Taohuayuan Scenic Area, one of the first agricultural tourism demonstration sites in China, visit the China Taomu Tourism Commodity City, visit the China Taomu Tourism Commodity Museum, and experience the unique charm of peach culture; Climb Niu Mountain, visit the "Number One Ancient Mountain Fortress in China" - Niu Mountain Muke Village, and experience the unique ancient mountain culture in China; Tao Shan pays homage to the Chinese business sage Fan Li, following the footsteps of the founder of commerce, "listening" to business training, and experiencing China's earliest commercial culture; Climb the holy land of military strategists, Mount Yunmeng, pay homage to the Martial Saint Sun Bin, and explore the exquisite military culture.

## 3. Problems in the Integration and Development of Tourism and Cultural Industries in Tai'an City

(1) The supply structure of tourism products needs to be optimized

The supply of tourism does not match the market demand, and the development and quality of leisure and vacation products and tourism consumption products are still insufficient. There is a lack of new business projects that lead the country, and there are not many high-end cultural and tourism projects that are well-known in the province and even the whole country. Traditional sightseeing tourism, which relies on ticket economy, is still mainstream.

(2) The agglomeration degree of the tourism industry needs to be improved

From a national perspective, the number, scale, and operation of cultural and tourism enterprises in Tai'an City are generally in a state of "small, scattered, and disorderly". The

development of cultural and tourism resources is relatively low, and the development of cultural and tourism scenic spots is still in a crude and low-end development state. It has not yet formed a huge brand influence in the development of the national cultural tourism industry. Tourism development is still mainly focused on point development, with insufficient agglomeration development and a lack of large-scale projects to drive it; The lack of linking points and leading enterprises in tourism products makes it difficult to effectively enhance tourism competitiveness and attractiveness.

(3) Unsmooth institutional mechanisms for the integrated development of cultural and tourism industries

At present, the vast majority of cultural and tourism resources in Tai'an City are still owned by the state, managed by more than ten government departments including culture, construction, religion, landscaping, forestry, water conservancy, civil affairs, land, agriculture, transportation, and tourism. These departments have ownership, management, and usage (operation) rights over cultural tourism resources, and many of these rights are recognized and protected by specialized laws or administrative regulations. Although some public institutions have undergone restructuring and some have established companies in recent years, the internal management and operation mechanisms have not undergone significant changes, and they are not truly market operators. They lack market sensitivity and awareness of cooperation and competition, which limits the vitality of cultural and tourism development. The tourism and cultural market system has not yet been established and improved, resulting in a lack of market competitiveness and innovative development vitality in the cultural industry.

(4) Lack of creativity in cultural tourism products

Although the historical and cultural accumulation of Mount Taishan City is very deep and the cultural types are extremely rich, the development and utilization of cultural tourism commodities are still in the extensive operation stage, the cultural tourism industry is not creative, high-level, and lacks pioneering and innovative thinking, the cultural connotation of Taishan is not fully explored, the development of cultural tourism products is not enough, the conversion rate of cultural resources commodities is low, and most cultural tourism commodities are produced in a small scale with monotonous varieties. Lack of distinctive features, low quality, and low technological content and added value.

(5) Lack of talent in the cultural tourism industry

From the actual situation in Tai'an City, the overall situation of talent shortage in the cultural and tourism industry has not fundamentally changed. The talent structure is not reasonable enough. Tai'an City has rich historical and cultural resources, and the transformation of resource advantages into industrial advantages requires professional talents, creative development talents, and management talents. The market organization and intermediary talents of cultural industry brands, as well as talents in emerging cultural industries, are very scarce, making it difficult to effectively improve the overall level of integration between culture and tourism industries.

The overall quality of the team is relatively low. One reason for this is that the educational level is relatively low. According to statistics, only 35% of employees in key cultural and tourism enterprises and institutions in Tai'an City have a bachelor's degree or above; Secondly, education investment is limited, and many practitioners have not yet received systematic training; Thirdly, talent policies are relatively backward, talent mechanisms and reward methods are not sound, and research and development levels are not high. The construction of tourism talent team is insufficient. The number of leading figures in the management of tourism industry is relatively small, especially in terms of senior management, management, and marketing talents. High level tour guides and other talents are seriously lost. In short, the talent problem has led to insufficient endogenous power for the integration and development of the cultural and tourism industries in Tai'an City.

#### **4. Strategy Suggestions for the Integrated Development of Cultural and Tourism Industries in Tai'an City**

(1) Scientifically formulate cultural tourism development plans and conscientiously implement cultural tourism development policies

Tourism is the engine of contemporary economic and social development, culture is an important symbol of social civilization progress, culture is the soul of tourism, tourism is the market of culture, tourism without culture has no charm, and culture without tourism has no vitality. Promoting the integration of culture and tourism, and achieving a strong alliance between the two resources, is not only an objective requirement for the development and prosperity of the cultural and tourism industry, but also an inevitable choice for Tai'an City to transform from a cultural tourism resource city to a cultural tourism industry city. In recent years, the Tai'an Municipal Party Committee and Government have focused on the strategic layout and long-term development goals of Tai'an, aiming to promote the transformation and structural adjustment at a higher level. They have implemented a development strategy of "integrating Jinan, radiating the whole province, connecting with Beijing and Shanghai, facing the whole country, expanding overseas, and looking at the world", vigorously promoting the integrated development of culture and tourism, and further enhancing the cultural and tourism industries [13].

(2) Strengthen the creative construction of the cultural and tourism industry, cultivate distinctive tourism and cultural brands

Strengthening the creative construction of the cultural and tourism industry, creativity is the idea with novelty and creativity. Creative design can elevate the level of cultural tourism products and fully tap into cultural connotations, making cultural tourism products more attractive. The integration of culture and tourism projects increasingly relies on creative planning, and if the projects are innovative, they

can achieve good economic and social benefits. Through creative planning, the project aims to enhance its attractiveness and drive consumption. In planning creativity, develop artificial tourism activities such as experiences, art exhibitions, and performances, cultivate participatory and experiential tourism consumption, and deepen understanding of local characteristics, natural history, and cultural landscapes through participation. Therefore, it is necessary to vigorously develop the cultural and creative industry. Through various means such as excavation, packaging, research, and interpretation of scenic spots, cultural tourism should be integrated and developed through performances, photography, painting, festivals, and other forms of expression. Cultural connotations should be visualized, fragmented cultural systems should be systematized, tourism space should be expanded, local characteristics should be highlighted, and attractiveness should be enhanced. Build a world-class mountain resort tourism product group with Mount Taishan as the core; With peace culture as the theme and peace Mount Taishan as the brand, build a highland of China's peace praying cultural products; Relying on core products, we will form a "one-stop" product service system for transportation, accommodation, sightseeing, catering, entertainment, shopping, settlement, intermediary services, and build an international level product organization and consumption process. Use Mount Taishan's unique tourism resources to create cultural tourism boutiques and expand the "Great Mount Taishan Cultural Tourism Circle" [14].

(3) Innovative marketing and promotion methods, planning marketing and promotion activities

Management and marketing are key links in realizing the market value of cultural tourism products. In response to the current operational dilemma of some cultural and tourism products in Tai'an City being unable to make ends meet, we should learn from advanced experiences in other regions, innovate management methods, introduce high-end management and marketing teams through investment, leasing, and other methods, activate resources, and achieve a win-win situation. Based on the principle of seeking only what is needed and not where it is, establish a consultant oriented and participatory external talent network to provide strong talent support for the development of the cultural tourism industry. Adhere to the concept of "resource sharing, market expansion, brand co creation, and achieving win-win", establish a "trinity" joint promotion and marketing mechanism of government guidance, enterprise cooperation, and media follow-up, and work together to promote the overall tourism image and product promotion of Tai'an. We strongly support A-level scenic spots and travel agencies to carry out various forms of marketing and promotion activities after the epidemic is lifted, adhere to the principle of "going out and introducing", and stabilize and expand the customer market.

(4) Stimulating Cultural Tourism Consumption and Prospering Nighttime Cultural Tourism Economy

Implement the Nine Measures for Further Prospering the Night Economy, guide and hold various food festivals, snack festivals, beer festivals, food carnivals and other festival

activities in an orderly manner, create a "Mount Taishan flavor" food brand on the tip of the tongue, stimulate cultural and tourism consumption, and release consumption potential. Highlighting the article on urban night economy after the epidemic, actively promoting the construction of food districts including the Mount Taishan Canteen of the Performing Arts Metropolis project, improving and upgrading the characteristic streets such as Tai'an Old Street, Mount Taishan Gathering, Sanlitun Cultural, Business and Tourism Complex, so as to form a brand with strong influence and radiation as soon as possible, and better meet the needs of citizens and tourists for convenience, diversification and quality, Encourage eligible scenic spots to develop night tourism products, and take various measures to promote the prosperity of night tourism economy. Boost the cultural and tourism economy, expand cultural and tourism consumption, implement a series of activities of the fourth Tai'an culture and tourism consumption season with the theme of "safe Mount Taishan healthy travel", give full play to the role of "four pairs of coupons", increase the issuance of coupons, increase the proportion of subsidies, guide enterprises to discount, and let consumers enjoy more benefits. We will strengthen the collection of cultural and tourism enterprises, hold a good "Tai'an Culture and Tourism Consumption Season", and plan theme activities around "slowing down Mount Taishan, making the surrounding area prosperous and the industry prosperous". In response to the epidemic, we will actively carry out the call for the "Spring Blossoms, Enjoy Tai'an" promotional activity, and use the "Six Actions" to promote consumption and boost confidence. We will include star rated tourist hotels, A-level tourist attractions, and cultural tourism commercial enterprises in the scope of issuing consumption vouchers, helping cultural tourism enterprises overcome the epidemic, restore morale, and boost confidence [15].

(5) Pay attention to the cluster development of the cultural and tourism industry, and promote the construction of urban tourism supporting facilities

Promote the progress of tourism industry clustering. Vigorously implement the transformation of new and old driving forces, promote the cluster development of the tourism industry, and build a wild goose formation development trend of "one wild goose leads ten wild geese, riding the wind into the sky" with Mount Taishan tourism as the leader, tourism and leisure, rural tourism, red tourism, sports and health care, cultural and tourism performance, festivals and exhibitions, cultural and tourism complexes, accommodation and catering, tourism commodities, and research travel. Develop emerging products, integrate advantageous resources, innovate business types, face the domestic cultural leisure holiday market and the international tourism experience market, innovate the new system of Tai'an cultural tourism products, take Mount Taishan Prayer for Peace as the leading product, take Mount Taishan sightseeing, landscape health resort, Wenhe cultural experience, and safe rural leisure as brand products, and create a main peak product cluster, Cultivate the integration of cultural tourism industry into a strategic pillar industry of Tai'an's regional economy. Build a tourism complex cluster,

tourism industry cluster, and tourism enterprise cluster with international competitiveness, and build a tourism destination service system that meets international standards.

(6) Improve the literacy of practitioners in the cultural and tourism industry, and increase the construction of talent teams in the cultural and tourism industry

The tourism and cultural industries are both creative industries, and talent is the key. Only with high-quality talents can we plan, design, and develop high-quality cultural tourism products with local characteristics, accelerate the integration and development of the two industries, and improve the overall efficiency of the industry. We need to implement a flexible hiring policy. Coordinate with well-known management companies both domestically and internationally, flexibly introduce and hire a group of experts and senior management talents, and provide consulting and planning services; Secondly, we need to discover and tap into talents in folk art. Focus on finding talents related to culture, excavate folk artists related to Yellow River culture, Mount Taishan culture, and Water Margin culture, and establish organizations to study relevant culture and invest in development; Thirdly, it is necessary to fully utilize various relevant universities to cultivate specialized talents who are application-oriented, versatile, skilled, and creative, in order to meet the needs of the integrated development of cultural and tourism industries; We need to strengthen the daily training of cultural and tourism talent teams, improve the professional competence of cultural and tourism practitioners, and provide talent support for the rapid development of the cultural and tourism industry.

## 5. Conclusion

This article explores the integration and development of cultural and tourism industries in Tai'an City. Through the analysis of the current situation of the integration and development of the two industries, it is found that there are problems with the coordination mechanism, low degree of integration, and insufficient innovation ability in the integration and development of the cultural and tourism industries in Tai'an City. On this basis, this article proposes policy recommendations to promote the integrated development of the cultural and tourism industry in Tai'an City, including strengthening policy guidance, establishing coordination mechanisms, and improving innovation capabilities.

## Conflicts of Interest

The author declares that there is no conflict of interest.

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