



Culture Cast Soul, Tourism Shape, Cross-border Integration, Concentric Development

--Strategic Thinking on the Integrated Development of High-quality Cultural and Tourism Around the Bohai Rim

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Abstract. This paper aims to deeply discuss the path and strategy of the integrated development of high-quality culture and tourism in the Bohai Rim region. Through the comprehensive combing of the cultural and tourism resources in the region, combined with the successful cases at home and abroad, specific development suggestions are put forward.

Keywords: high quality cultural tourism integration, cross-border integration, concentric envelopment

1 Introduction

As one of the economic and cultural centers of China, the Bohai Rim region has unique cultural and tourism resources and development advantages. Therefore, it is of great significance to deeply study the current situation, problems and solutions of the integrated development of culture and tourism in the Bohai Sea region to promote the sustainable development of the regional cultural and tourism industry.

2 Current Status and Problems of Cultural and Tourism Integration Development

2.1 Scale and Income of the Cultural and Tourism Industry

The number of domestic tourists in China is expected to increase significantly compared with previous years, showing the continuous expansion of the market scale and strong development momentum of the cultural tourism industry. This shows that the attraction of cultural tourism industry in the international market is constantly increasing.

2.2 Development of Digital Cultural Tourism and Tourism

By the end of 2023, the size of China's digital cultural tourism market has exceeded 1 trillion yuan, accounting for more than 30% of the entire cultural tourism industry. This shows the wide application and deep integration of digital technology in the cultural and tourism industry.

2.3 Policies and Investment of Cultural and Tourism Integration

The Industrial Development Department of the Ministry of Culture and Tourism said it will implement the spirit of the Central Economic Work Conference and promote the in-depth integration of culture and tourism. Local governments have also increased their investment in the cultural tourism industry.[1]

3 The Problem of the Integrated Development of Culture and Tourism

In recent years, the cultural and tourism industry in this region has shown a rapid development trend, launching a series of cultural and tourism products and services with local characteristics. However, with the rapid development, there are still some problems that restrict the further development of cultural and tourism integration.

First, the resource integration is insufficient. Secondly, through data analysis, it can be found that although the scale of the cultural tourism industry in the Bohai Rim region is constantly expanding, the rationality of the industrial structure still needs to be improved. Thirdly, product innovation lags behind. In addition, there are some deficiencies in service quality.

4 Policy Suggestions and Implementation Measures

In view of the problems existing in the integration of culture and tourism in the Bohai Rim region, this paper puts forward the following policy suggestions and specific implementation measures:

4.1 Strengthen Policy Guidance and Support

Optimize the policy environment: The government should introduce more preferential policies to support the integrated development of culture and tourism.

Improve laws and regulations: establish and improve the legal and regulatory system for the integration of culture and tourism.

4.2 We Will Deepen Industrial Integration and Innovation

Promoting cross-border integration: Encourage the deep integration of cultural and tourism industries with other industries, such as agriculture, industry, sports, science and technology industries, to form new business forms and new products, and enrich the supply of cultural and tourism products.

Strengthen the application of science and technology: use big data, cloud computing, artificial intelligence and other modern information technologies to promote the digital and intelligent development of cultural and tourism industry and improve the experience of tourists.[2]

4.3 Strengthen Regional Cooperation and Exchanges

Establish a cooperation mechanism: strengthen the cooperation and exchanges inside and outside the Bohai Rim region, promote the sharing of cultural and tourism resources and complementary advantages, and jointly create high-quality cultural and tourism products.

Carry out joint marketing: organize cultural tourism enterprises in the region to carry out joint marketing activities, jointly promote regional cultural tourism brands, and enhance the overall competitiveness.

4.4 Improve Service Quality and Standards

4.4.1 Optimize the Industrial Structure and Improve the Product Quality.

To optimize the industrial structure and enhance the quality of products, it is imperative for the government to take a proactive role in guiding cultural and tourism enterprises. These enterprises should be encouraged to delve deeply into market research to gain a profound understanding of the evolving demands and preferences of tourists. By doing so, they can tailor their offerings to meet these needs more effectively. The government's role involves fostering an environment that supports the diversification and professionalization of tourism products and services. This means not only broadening the range of experiences available to visitors but also raising the standards of expertise and excellence within the industry. Through such measures, the tourism sector can become more resilient and competitive, contributing significantly to the overall economic development and cultural enrichment of the region.

4.4.2 Strengthen Supervision Over Service Quality and Improve Tourist Satisfaction.

To enhance the overall experience for tourists and ensure that they receive the highest standard of service, it is imperative to bolster the oversight of service quality within the tourism sector. This can be achieved by setting up a comprehensive service quality supervision system that is designed to monitor and assess various aspects of the tourism industry on a regular basis.

Within this framework, tourism facilities should be subject to rigorous inspections to ensure they meet established standards of cleanliness, safety, and functionality.

These inspections should not only focus on the physical infrastructure but also on the maintenance and upkeep of these facilities to provide a comfortable and enjoyable environment for visitors.[3]

Additionally, the attitudes and conduct of service personnel are critical components of the tourist experience. Therefore, regular evaluations should be conducted to gauge the professionalism and friendliness of staff members. These evaluations can be carried out through mystery shopping, direct feedback from tourists, and other assessment methods to ensure that employees are delivering a consistently high level of service.

By implementing such a robust service quality supervision mechanism, it is possible to identify areas for improvement and take corrective actions promptly. This proactive approach will not only help in maintaining high service standards but also in significantly boosting tourist satisfaction. When visitors feel that their needs are being met with efficiency and care, they are more likely to have a positive impression of their trip, which in turn can lead to repeat visits and positive word-of-mouth recommendations, contributing to the growth and reputation of the tourism industry.

4.4.3 Improve the Construction of Service Facilities to Ensure the Comfort Level of Tourists.

Enhance the Development and Enhancement of Service Amenities to Guarantee the Well-being and Satisfaction of Travelers.

To ensure that visitors can enjoy a seamless and pleasant journey, it is imperative to elevate the standards of tourism infrastructure development. This encompasses a comprehensive improvement in various aspects such as transportation networks, lodging options, and dining experiences. By focusing on these key areas, we can significantly enhance the overall comfort level of tourists, thereby ensuring their satisfaction throughout their travel adventures. Investing in the construction and refinement of these facilities not only caters to the immediate needs of travelers but also contributes to the long-term growth and reputation of the tourism industry.[4]

4.5 Promote Sustainable Development

We will give top priority to ecology and achieve sustainable development. In the process of integrated development of culture and tourism, attention should be paid to ecological environment protection and sustainable development, so as to realize a virtuous cycle of economic development and ecological protection.

In the ongoing endeavor to foster the integrated development of high-quality cultural tourism within the Bohai Rim region, the process of mining and inheriting cultural values emerges as an essential and integral component. This region, recognized as one of the significant birthplaces of Chinese historical and cultural heritage, boasts an abundance of historical sites, cultural legacies, and deep-rooted folk traditions. These elements not only constitute a vital foundation for the establishment of a distinctive cultural tourism brand but also serve as a bridge connecting the past with the present, ensuring that the rich tapestry of cultural values is not only preserved but also revitalized for future generations to appreciate and experience.

5 Create New Business Forms and Products Integrating Culture and Tourism

In recent years, the fusion of culture and tourism has given rise to a multitude of innovative business models and products that are reshaping the landscape of the tourism industry. As the symbiosis between cultural heritage and travel experiences becomes more profound, we are witnessing the emergence of novel concepts that blend these two realms in exciting ways. For instance, the creative combination of cultural tourism with outdoor camping has given birth to a unique experience where travelers can immerse themselves in nature while engaging with local traditions and customs. This innovative approach has been met with great enthusiasm by tourists seeking more than just a change of scenery; they crave authentic, enriching experiences that deepen their understanding and appreciation of different cultures.

Similarly, the integration of cultural tourism with educational research has opened up new avenues for travelers who are not only looking to relax but also to learn and explore. This model offers visitors the opportunity to delve into the history, art, and folklore of a destination, often under the guidance of experts, thereby turning a simple holiday into a journey of intellectual discovery.

Another fascinating development is the convergence of cultural tourism with the film and television industry. This has led to the creation of travel experiences that allow tourists to visit famous movie and TV show locations, walk in the footsteps of their favorite characters, and even participate in themed tours that bring the silver screen to life. Such offerings have proven to be a hit with tourists who are eager to connect with the stories and settings that have captured their imaginations.

Parallel to these innovative trends, a plethora of cultural and tourism projects and products with distinct local characteristics have been introduced. These initiatives often revolve around the preservation and promotion of intangible cultural heritage, such as traditional crafts, music, dance, and culinary arts. By offering hands-on experiences and interactive workshops, these projects allow visitors to actively participate in and contribute to the safeguarding of cultural legacies. Furthermore, the organization of folk festival activities during various cultural celebrations has become a magnet for tourists, drawing them into the heart of local communities where they can witness and partake in age-old traditions and festivities.[5]

These unique experiences not only provide tourists with memorable adventures but also serve as a catalyst for economic growth and cultural exchange. They empower local communities by creating new job opportunities and fostering a sense of pride and continuity in their cultural practices. As the cultural tourism industry continues to evolve, it is clear that the integration of culture and tourism will remain a driving force behind the development of new business forms and products that enrich the lives of both locals and travelers alike.

6 Conclusions

To sum up, the integrated development of culture and tourism has made significant progress in terms of industrial scale, digital technology application, policy support, emerging business forms and market satisfaction. These data fully demonstrate the positive achievements and broad prospects of the integrated development of culture and tourism. The development of cultural and tourism integration needs the joint efforts and cooperation of the government, enterprises and all sectors of society. By strengthening policy guidance, deepening industrial integration, exploring cultural value, improving service quality, strengthening regional cooperation and promoting sustainable development, the integration of cultural and tourism in the Bohai Rim region can be promoted to a higher level and a wider range of fields, and the prosperity and sustainable development of cultural tourism industry can be realized.

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