

# The Integration of Shandong Peninsula's Marine Culture and its Tourism Industry

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**Abstract:** Shandong Peninsula, with its geographical advantages, has formed its unique marine culture after thousands of years of inheritance and development, which is not only a regional cultural feature, but also a cultural symbol and inheritance of human society. In the development of a modern society, Shandong Peninsula's advantages in the development of marine culture will be highlighted, and its integration with the tourism industry will be promoted, Shandong Peninsula's marine culture can also be inherited and developed. However, in the process of integration, it is necessary to do a good job in the relevant assessment, and from the actual problems, the marine culture and tourism industry will fully reflect the endogenous dynamics, and build a theoretical model of the integration of the two, in the experiment, we seek innovation and find the breakthrough point based on data analysis and evaluation, and make clear the main points and paths of the integration of marine culture and tourism industry.

**Keywords:** Shandong Peninsula; Marine Culture; Tourism; Integration

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## 1. Shandong Peninsula's marine culture and tourism industry

### 1.1 Integration

The integration of Shandong Peninsula's marine culture and tourism industry needs to find opportunities for integration, understand the commonalities and individuality among related industries, and improve the corresponding development model based on the integration of culture and tourism, in the cultural development and tourism industry interdependence, symbiosis and integration, harmonious co-progress to grasp the cross-industry and overlapping relations. From the perspective of Shandong Peninsula's regional characteristics, marine culture and tourism industry have their own development characteristics. There are potential tourism resources in marine culture, and the optimization and adjustment of tourism industry can promote cultural prosperity and development. Through the effective appreciation and appropriate development of tourism resources, the connotation of Shandong Peninsula's marine culture can be further interpreted and sublimated. Therefore, Shandong Peninsula's marine culture and tourism industry are a process of linking up with each other, although development features have their own characteristics, but there are common ground. The integrated utilization of the marine cultural resources in the coastal areas can transform and upgrade the cultural resources from the perspective of the development of tourism industry. To break down the blurring of boundaries and responsibilities in the integration and coordination of marine cultural enterprises with tourism units, and to pay attention to the market-influencing factors in the integration of Shandong Peninsula's marine culture and tourism industries, there is a need to fully meet consumer demand and to analyse the public's real views on Shandong Peninsula's maritime culture and the development of the tourism industry.

### 1.2 Theoretical basis

In the course of the integration and development of marine culture and tourism industry, the market structure, market behavior and market performance will change to a certain extent, under normal circumstances, there will be significant changes in the market structure. In the early stage of the integration of marine culture and tourism industry, Shandong Peninsula's tourism economy and people's living standards have not played a significant role in driving the growth of regional benefits. If the integration of marine culture and tourism industry is at its best, the industrial structure of the Shandong Peninsula region will change to some extent, the integration of literature and tourism will be more obvious, and the country's strategy will continue to deepen.

### **1.3 Development Orientation**

The integration of Shandong Peninsula's marine culture and the tourism industry needs to be clearly positioned for future development and optimized by combining the shape of its products, in general, the formation of tourism industry in the process of formation will give rise to the formation of tangible tourism products and intangible tourism products. The tourism service formed in the construction of tourism industry is a kind of differentiated comprehensive service phenomenon, which is not only an invisible interaction, but also an important link of communication between the two parties involved in tourism service. To meet their own interests and through personalized guidance and services to enhance tourists' experience of marine culture, and when the information-based environment continues to build, tourism activities derived from the sale of goods has gradually widened.

## **2. An analysis of the integration path of Shandong Peninsula's marine culture and tourism industry**

### **2.1 The integration of Shandong Peninsula's marine culture and the tourism industry needs to be guided by cultural concepts**

It is necessary to continuously enhance the public's recognition of the integration of Shandong Peninsula's marine culture and the tourism industry, and to further promote the integration of the tourism industry, effectively grasp the internal changes and external influences embodied in the inheritance and development of Shandong Peninsula's marine culture. It can be said that the integration of Shandong Peninsula's marine culture and the tourism industry can enhance the tourists' sense of experience. When the tourists' tourism demand is satisfied, it will stimulate their consumption, and then promote the regional tourism economic growth. With the development of the tourism economy, the living standards of the people in Shandong Peninsula will gradually improve, and the research on marine cultural tourism commodities and theories of marine cultural tourism will also continue to deepen, understand the level and stage of integration of Shandong Peninsula's marine culture and tourism industry.

### **2.2 Give prominence to the development characteristics and broaden the development path of tourism**

In the process of the integration of Shandong Peninsula's marine culture and tourism industry, Shandong Peninsula's marine culture tourism products, marine culture tourism services and the theory and system of marine culture tourism are in a state of continuous optimization, the service and management efficiency should be improved, and the utilization efficiency of landscape resources, cultural resources and non-heritage resources should be enhanced. Based on Shandong Peninsula's practice of inheriting and developing Marine Culture, and exploring the reform of the tourism industry, we will adjust the natural landscape, historical culture and spatial layout to form a comprehensive marine culture tourism service. From the perspective of tourists' participation, when they consume marine culture tourism, their personal subjective tendency is more obvious, and how to satisfy the subjective demand from the objective conditions, and let the tourists can feel the need to make specific planning when they are in the environment constructed by the marine cultural tourism scenic spot. Use Sightseeing, shopping, recreation and other means to help visitors get a short spiritual experience, but also from the current Shandong Peninsula has a unique resources to take advantage of.

## **3. Conclusion**

To sum up, in the process of integration of Shandong Peninsula's marine culture and tourism industry, we should always proceed from reality, not only identifying the obstacles encountered in the process of integration, but also finding opportunities for integration and grasping the key points of integration, to explore the direction of optimization and adjustment of the tourism industry by fully highlighting the development advantages of Shandong Peninsula's marine culture. At the same time, it is necessary to give full play to the synergy among the participants, formulate a comprehensive implementation plan around the unified goal and improve the corresponding system guarantee, to promote the integration of Shandong Peninsula's marine culture and tourism industry based on the current networked environment, and to reflect the advantages of talent security, in the dual role of talent and technology to enhance the integration of Shandong Peninsula's marine culture and tourism industry, both the implementation of the integration of cultural and tourism requirements can also effectively drive regional economic growth.

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