

Research on project system supply policy performance of Sichuan Cultural and Tourism integration Industry development

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Abstract: Sichuan Province carried out the construction of cultural tourism integration demonstration project in 2019. The author tracked the construction, implementation and performance of 58 projects, and formed a policy performance study on the implementation of the project system supply. The research found that the construction of cultural and tourism integration demonstration project guided the continuous optimization of local resource allocation through the same direction of government and enterprise, the continuous strengthening of policy coordination, the increase of market force participation in social investment, the guidance effect of financial funds on social capital and financial capital fully manifested, and the innovation practice of smart tourism, digital tourism, red tourism, rural tourism and so on is in full swing. To promote the transformation of high-quality development of tourism.

Key words: Cultural and tourism integration; Project system; Policy performance

I. Introduction

Tourism has always been one of the strategic pillar industries of China's national economy. Since the 13th Five-Year Plan, China has grown into the world's largest domestic tourism market, the world's largest international tourism consumer and the world's fourth largest tourist destination (Liu Zhiyan, 2019). As an important part of the tertiary industry, culture and tourism have the function of synergistic utilization of resources and meeting spiritual needs, and mutual promotion and integration have become the development trend of the new era of industry (Zhou Jianbiao, 2017). In March 2018, the National Tourism Administration and the Ministry of Culture merged to form the Ministry of Culture and Tourism, which has realized the unification of the administrative management level of culture and tourism. The integrated development of culture and tourism has become inevitable for high-quality economic development (Zhang Chaozhi, Zhu Minmin, 2020).

Project system is a governance method in the operation of China's social governance system and mechanism. Public finance allocates resources through transfer payment. Under the economic requirements of "insisting on shaping tourism with culture and promoting high-quality development of tourism with tourism", the integration of culture and tourism has become an important starting point. The research on high-quality development of tourism focusing on integrated development of culture and tourism has enriched the connotation, motivation and mechanism of high-quality development (Zhang Zhuping, 2021). Domestic scholars continue to deepen the research on the high-quality development of tourism. At the academic level, the research is carried out from the connotation and core significance, combined with the "Theory of two Mountains", and the results are quite rich (Dai Bin et al., 2021). In the field of practice, scholars carry out research from the perspective of regions, resources, AI innovation elements and other practical backgrounds, and put forward development directions, models, paths, and suggestions (Yu Fawen et al., 2020). As a major tourism province, Sichuan has put forward the work requirements of "building a number of key cultural tourism brands and cultural tourism corridors, accelerating the construction of an important tourism destination in the world, and making Sichuan cultural tourism famous and world-renowned". The provincial Department of Culture and Tourism took the lead in launching the construction of demonstration projects integrating culture and tourism in China. Through the performance analysis of the project's supply policy, this paper provides decision support for the deep integration and development of cultural tourism in recent years, leading and creating new demand for cultural tourism consumption with innovation-driven high-quality supply, and promoting the dynamic balance between supply and demand at a higher level.

II. Implementation of Cultural and Tourism Integration Project in Sichuan Province

Sichuan is rich in tourism resources. The quantity and quality of all kinds of tourism resources are in the forefront of China. Sichuan is a famous province with large tourism resources. In recent years, the provincial Department of Culture and Tourism around the "eat, live, travel, travel, purchase, entertainment" tourism all elements, to promote the construction of Tianfu tourism county under the guidance of work, and promote the construction of a number of Tianfu tourism town, village, famous hotel (tourist homestay), famous guide (tour guide, docent), famous products (cultural and creative products, tourist goods) and food series of "Tianfu tourism brand" policy. Among them, the construction of cultural and tourism integration demonstration project is in accordance with the requirements of Sichuan Provincial Party Committee and provincial government to vigorously develop the cultural and tourism economy, accelerate the construction of a strong culture province and a strong tourism province, and explore the demonstration project as the guide to promote the deep integration of cultural and tourism. The "Sichuan Province Cultural Tourism Integration Demonstration Project Construction Work Plan" was introduced in 2019. By 2022, through an open and fair way of pre-qualification, statement and question answering, expert review and department review of the province's declared projects, the province has a good cultural tourism resource endowment, tourism industry elements are complete, and can fully reflect the concept of cultural tourism integration. For example, the six categories of cultural and tourism integration projects with excellent traditional culture inheritance and innovation, highlighting Sichuan's unique history and culture, ethnic folk culture and other

cultural characteristics will be included in the Sichuan Province Cultural and Tourism integration demonstration project database to be supported, with a total of 121 projects reviewed and put into the database, and special financial funds of more than 1.1 billion yuan.

With the promulgation of the Opinions on the Full Implementation of Budget Performance Management and the Measures for the Management of Project Expenditure Performance Evaluation, the scope of budget performance management has gradually expanded and its development has continued to deepen. Sichuan Province cultural tourism integration demonstration project through the way of public financial expenditure, under the guidance of the province's comprehensive strengthening of budget performance management, according to the special fund management requirements of Sichuan provincial financial cultural tourism field, each project to promote the quality of project enterprise performance management with the financial budget performance management requirements, according to the project acceptance management requirements, all demonstration projects have been completed. It is necessary to pass the acceptance and performance evaluation of third-party institutions. The author's team has carried out follow-up performance evaluation on the completed projects for two consecutive years.

III. The project implementation performance analysis

According to the theory of new institutional economics, the economic performance of an economic system depends on its institutional arrangement, institutional structure, institutional environment and institutional innovation (Liu Yingji, Won Jun, 2020). According to the requirements of the comprehensive, whole process and full coverage of the budget performance management system, the "Performance Evaluation Index System of the special project expenditure of the Demonstration Project of Cultural Tourism Integration in Sichuan Province" is established. The index system has set up 12 first-level indicators and 36 second-level indicators according to the four categories of project general indicators (project decision, implementation and completion results), common indicators (project effect), characteristic indicators (economic benefit, social benefit, ecological benefit, sustainable development, satisfaction degree) and personality indicators (cultural and tourism integration, brand building, innovative development). By refining general industry indicators, supplementing industry standards, querying historical standards, refining quantitative index values, and improving qualitative description, the performance evaluation index system is set up new personality indicators on the basis of general indicators, common indicators and characteristic indicators, reflecting the special characteristics of cultural and tourism integration. The research finds that the demonstration projects are mainly oriented towards six major directions, such as the inheritance and innovation of excellent traditional culture, the revitalization of rural culture, the protection and inheritance and utilization of cultural heritage, the construction of cultural connotation, the exploitation of cultural tourism consumption potential, the improvement of tourism functions, and the comprehensive cultural tourism projects, and the performance results are outstanding.

The output types of cultural and tourism integration are diverse. The construction content of the project focuses on the two core areas of "culture + tourism", and various contents are integrated to build and develop, showing the characteristics of diversified formats and multi-integration. Each project has formed at least three new forms of business, and the integration of culture and tourism is remarkable. The demonstration projects have made solid progress in project construction, based on the new era and made full use of new development ideas. In terms of specific construction contents, such as improving infrastructure and supporting facilities, adding new formats of cultural tourism, promoting smart cultural tourism, and outputting cultural tourism brands, they have presented a series of new thinking, new driving forces and new models, and formed distinctive cultural tourism project signs and symbols. Exploring unique innovation paths for the integrated and high-quality development of cultural and tourism.

There are various innovation paths for cultural and tourism integration. In terms of layout for future development, demonstration projects focus on rural revitalization, education, sports, music, agriculture, entertainment and performing arts, cultural and creative arts, experience, and research, achieving integrated and innovative development of the three industries, and cultivating a number of "cultural and tourism +" integrated development projects. The projects rely on their own resource endowments, highlight the connotation construction of cultural tourism, emphasize sustainable development, and innovate and export various new consumption scenarios, tourism routes, and tourism products. First, integrated development projects with rural revitalization, taking rural areas as the project bearer and cultivating rural tourism destinations; Or cultivate a concentrated production base of tourism-related agricultural special products, etc., to realize the integrated development of cultural tourism and rural revitalization, drive rural homestay, catering, and farmhouse music, etc., and achieve income increase and prosperity. The second is the upgrading of cultural and museum venues, with museum construction and museum exhibition upgrading as the main construction content. Under the new era, new consumption and new development concept, it will inherit and develop local history and culture, red culture, etc. Through project upgrading, it will increase new formats of cultural and tourism, focusing on research, education, cultural and creative projects, and realize the high-quality development of cultural and tourism projects as a whole. Third, comprehensive cultural tourism projects that dig deep local cultural characteristics and stimulate cultural and tourism consumption potential, integrate resources with local cultural characteristics as the core, dig deep cultural connotation and tourism consumption potential, rely on traditional tourist scenic spots to upgrade tourism functions, and build cultural and tourism complex projects with cultural tourism + health care, research, science and technology as the main content. To improve the quality and efficiency of regional cultural tourism resources. Fourth, the construction of cultural tourism projects focusing on the inheritance and protection of traditional culture. Through the development of tourism performing arts projects, traditional culture presentation, characteristic museums, ancient city construction, etc., cultural tourism projects with regional characteristics and ethnic customs can be realized to drive the development of county or local tourism industry as a whole.

New business forms and new scenes help improve the quality and efficiency of tourism in the whole region. Amid the global wave of digitalization, new forms of business such as online tourism and cultural tourism are emerging, and tourism informatization is being strengthened. Actively guide the interaction among cultural tourism projects within the region, give full play to the synergy effect, adhere to the priority of ecological green development, effectively protect and promote local traditional culture, layout and promote the construction of all-region tourism, and generate a new boom in the development of county tourism industry. Taking Daying County of Suining as an example, the county focuses on the construction of Romantic Mediterranean and Silk Road City projects around China's Dead Sea and brine culture. Social capital has brought about obvious effects, forming a trend of coordinated development of key cultural tourism projects and deep integration of cultural tourism resources within the region, which effectively promotes the reasonable flow and efficient aggregation of factor resources. It has laid out excellent routes and tourism characteristics for the development of tourism in the whole region, which is a typical development of the transformation and upgrading of tourism structure and the improvement of quality and efficiency of modern service industry.

IV. Conclusions

From the perspective of the cultural tourism market in the province, the cumulative investment of 58 projects exceeded 39.6 billion yuan, and the special fund for cultural tourism invested 522 million yuan, the multiplier effect of capital reached 76 times, and the project performance evaluation scored 84 points. Demonstration project construction through the government and enterprise to work together, guide the local resource allocation to continue to optimize, policy coordination continues to strengthen, market forces to participate in social investment increased, fiscal funds on social capital and financial capital guidance effect fully manifested, smart tourism, digital tourism, red tourism, rural tourism and other innovative practices are in full swing, promote the high-quality development of tourism transformation. The economic development of tourism in Sichuan is accelerating towards the strategic goal of building a strong province with tourism economy and an important tourist destination in the world. However, the performance evaluation only reflects the economic, social and other benefit data in the short term of the completion of the project. In order to supervise the long-term sustainable development of the project, it is necessary to continue to track the long-term performance of the project after its completion and operation.

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Fund: Research Center of Modern Business and Industry in Chengyu-Shuangcheng Economic Circle, Sichuan Vocational College of Finance and Economics, "High-quality Development of Sichuan Tourism: A Study on Institutional Supply and Performance", Project Number: CYSC2023002

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