

How to Realize the Deep Integration of Culture and Tourism

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Abstract: In recent years, it has become a trend to promote the integration of culture and tourism. For simple tourism, most of them are superficial, boring and lack of connotation. Moreover, this form of tourism is also lack of competitiveness in the same industry, so it is difficult to find a living space. The new situation of the integration of culture and tourism is not only the integration of beautiful scenery and long-standing national culture, but also the integration of historical charm and current scientific and technological development. This new form of innovation and integration provides a platform for cultural development, and also injects the power of sustainable development into the development of the tourism industry.

Keywords: Culture; Travel; Deep Fusion

1. Introduction

In the Fourth Plenary Session of the 19th Central Committee, new requirements were put forward for the integrated development of tourism and cultural industry from a new perspective. Knowing that different tourists have different tourism modes and destinations at present, we view tourists' tourism from three levels: the first level is to see the mountains and rivers; The second level is to see the cultural products of tourist places; The third level is to feel and appreciate the local culture. For places that only carry out tourism and sightseeing, there is no further development and integration of the corresponding cultural connotation. Tourists just take a picture of the scenic spots. However, for people with a relatively high economic income and a deeper education level, when the material requirements reach a certain level, their spiritual needs are also rising. At present, more and more people are not satisfied with the first level of tourism, and are more inclined to the second and third levels. With the development of economy and the deepening of education, the integration of culture and tourism has become a general trend. Although there are still some restrictions in the process of development, it is necessary to find out the root causes of the problems and take appropriate measures to realize the deep integration of culture and tourism.

2. The necessity of deep integration of culture and tourism

2.1 The essence of culture and tourism determines the deep integration of culture and tourism

Culture, in a narrow sense, refers to spiritual production capacity and spiritual products, including all forms of social consciousness. Tourism is a vivid reflection of human understanding, transforming and controlling nature. The deep integration of the two is determined by their essence. Tourism is a way for us to get closer to culture. For example, in the world-famous Forbidden City, most people learn about the Forbidden City more indirectly through TV dramas, small videos and other indirect ways. However, whether TV dramas, small videos or other indirect ways are processed through filters, clips and so on, showing what the author wants to show us, such as the magnificent Taihe hall and the colorful imperial garden.

These contents obtained through indirect means always seem to have a sense of estrangement. However, through tourism, I was really in the mysterious palace. When I explored the life of the bright protagonists in the play through the locked doors and windows through the explanations of professional guides around me, a strong sense of oppression came to

my face, as if I really touched the pulse of history. Therefore, tourism without real support and cultural connotation does not have the ability to attract tourists, and certainly cannot exist for a long time. Only by grasping the degree of culture and tourism, implementing the coordinated development of culture and tourism, and solidly promoting the implementation of the cultural attribute of tourism, can we truly improve the competitiveness of culture and tourism.

2.2 The deep integration of culture and tourism is an inevitable choice for the rapid development of the world economy

From the importance attached to culture at the Fourth Plenary Session of the 19th Central Committee and the current trend of economic and cultural integration, it can be seen that at present, all countries in the world attach great importance to the new era of economic and cultural integration, which has greatly enhanced the influence of cultural economy. At the same time, the impact of culture on tourism is becoming more and more obvious. In particular, the number of people who are satisfied with the material is increasing to pursue the spiritual level, and the number of tourists who step into the middle and high levels is increasing sharply. Finally, a state in which culture can virtually lead and dominate tourism is formed. Collecting and studying places with relatively perfect tourism development at home and abroad, we will find that the higher the integration of tourism and culture, the better their tourism economic benefits.

3. Current problems in the deep integration of culture and tourism

3.1 Problems in cultural tourism development

China has a history of 5000 years. It has a long and profound history and culture. It has rich tourism resources. At present, there are more than 10000 scenic spots that can be viewed, and there are still many resources waiting to be developed. On the whole, the development level of China's tourism industry is still in the primary stage, because there are some unreasonable uses in the developed scenic spots. In order to obtain commercial benefits, most of the scenic spots are too commercialized in the design of scenic spots, covering up the original historical and cultural atmosphere and natural scenery atmosphere of the scenic spots. The tourist attractions formed in this way are not very different from the busy streets in urban areas. For tourists, they have not realized the happiness of tourism and the significance of tourism, which not only reduces the desire of tourists to travel to scenic spots, but also is not conducive to the development of the tourism industry.

3.2 Tourism related supporting facilities can not keep up with the development

For cultural tourism, it needs a certain amount of infrastructure as support. A relatively solid tourist attraction needs a lot of infrastructure, including transportation and catering in the traditional sense. Especially the transportation problem. For those places with relatively backward economy, there is no corresponding transportation to support them. Even though the local has beautiful mountains and rivers and a long history, and there is no way to provide fast and convenient transportation for tourists, most tourists are still reluctant to come. Similarly, if good facilities and conditions are not provided for tourists in terms of food, rest and accommodation. For tourists, the place is also not attractive enough for them to come here.

3.3 The capital investment of cultural tourism industry can not support the development of tourism industry

The so-called cultural tourism industry must be developed with culture as its foundation, and the core of which includes the service activities of cultural tourism. Therefore, the development of cultural tourism industry needs to integrate various

industries. This requires sufficient funds to be injected into the early development investment. Considering the current situation of the tourism industry, for China's tourism industry, almost all the tourism industries need the investment and development of the national government in the early stage. Almost no private enterprises can provide sufficient funds, which directly affects the development of China's tourism industry. Many tourism resources have not been developed.

3.4 Lack of professional talents related to cultural tourism

From the current situation, compared with the tourism industry of other countries, China's tourism industry started late, so China has few professional talents related to the tourism industry, no advanced talent training mode, professional cultural instructors, and development talents of the later cultural tourism industry. There are many deficiencies in some management positions and operation strategies, and few laws related to culture and tourism, Let alone a complete legal system.

4. Measures to realize the deep integration of culture and tourism

4.1 Rational development of cultural tourism resources

As for the tourism industry, we should not only strengthen the development, but also develop it according to different cultural resources in different places. We should make a scientific analysis and reasonable development of different cultural tourism producing areas, so that the cultural tourism industry can form a healthy, harmonious, long-term and sustainable development state. It can establish different development characteristics in different industrial development, highlight the differences and personalization of cultural tourism with other places, so as to mobilize the enthusiasm of tourists and attract tourists with their own unique cultural heritage.

4.2 Striving to reform and improve tourism facilities

When inspecting the scenic spots, we should arrange the corresponding supporting construction, and make necessary planning for important transportation, catering and accommodation. We should also determine the location of the scenic spot, do not blindly pursue the value of commercialization, and integrate the cultural heritage with the natural scenery and commercial construction of the scenic spot, in order to increase the publicity of the cultural heritage, reduce the waste disposal, and strengthen the support of the government around. In this way, we can promote the development of a series of industries in the scenic spot, spread culture, attract tourists, and develop the local area to take the road of "win with one stone and win with multiple wins".

4.3 Encouraging the development of private industry and increasing investment in tourism industry

In order to develop more tourism resources and promote the development of the national tourism industry, it can be achieved by supporting more private enterprises to participate in the development of the cultural tourism industry. By formulating and implementing a variety of policies to benefit the people and increasing the publicity of the tourism industry, we can attract major private enterprises to pay attention to the cultural tourism related industries, so that everyone can see the prospects of cultural tourism and actively make corresponding policies to participate in tourism development.

5. Conclusion

As one of the four ancient countries, China's uninterrupted cultural heritage is our precious wealth. We should seize the opportunity of economic development, clarify the necessity of the deep integration of culture and tourism, analyze and study the problems existing in the deep integration of culture and tourism, so as to improve the concept of cultural tourism, give full play to the advantages of cultural tourism resources, and integrate the advantages of local resources. We should

understand the natural landscape, historical culture, scientific and technological development, and integrate them, in order to build a new type of cultural tourism industry, enrich the content of the tourism industry, and increase the innovation and reform of the tourism industry. by this way, we can constantly improve the cultural tourism industry, enhance the connotation and value of tourism, and realize the development of the tourism industry while the culture is spread.

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