

The Way to Construct the Management System of Modern Tourism Culture Industry

Mengyi Xu

Yulin Normal University, Yulin 537000, China.

Abstract: The integration and development of tourism industry and cultural industry has laid a good foundation for the formation of modern tourism and cultural industry system, and the comprehensive exploration of the construction path of modern tourism and cultural industry management system is the key factor to promote the high-quality development of tourism and cultural industry. With the continuous development of society, China's economic system has also been improved, which has also led to the development of China's tourism industry. China's tourism resources are very rich. The innovation of science and technology and the drive of talents have also promoted the formation of the tourism culture industry system, providing new impetus for the construction of the modern tourism culture industry management system.

Keywords: Modern Tourism Culture; Industrial Management System; Build Path

Introduction

The modern tourism culture system has been upgraded rapidly. We must constantly integrate innovative ideas, actively build a modern tourism culture industry system with Chinese characteristics, strengthen the high integration of tourism culture industry and the current economic market, strengthen the driving force of mass tourism culture consumption demand, and gradually form a tourism culture industry chain with modern characteristics, so as to better serve customer groups and the public, realize the innovative development of the modern tourism cultural industry system and drive the comprehensive development of the tourism industry.

1. Difficulties and problems in constructing modern tourism culture industry system

1.1 Conflict between resource protection and utilization

Tourism cultural resources are the key elements to build a modern tourism cultural system, and also the main driving force to promote the innovative development of tourism cultural industrial structure. However, there are serious conflicts in the protection and utilization of tourism cultural resources in China at this stage. First of all, the tourism and cultural industry is not only for the promotion of economic benefits, but also for certain social benefits. The tourism and cultural industry serves more people and society. For national development, the social benefits of the tourism and cultural industry must be put in the first place, but for local governments and enterprises, the economic benefits must be put in the first place, which will inevitably lead to conflicts of interest, which will lead to inconsistent development goals, resulting in various conflicts in resource protection and utilization, which greatly hinders the construction of a modern tourism and cultural system. Secondly, China has unique natural and cultural resources, especially the 5000 year history and civilization, which has created favorable conditions for the vigorous development of tourism and cultural industry. At first, many regions chose the resource dependent development route in order to obtain more resource dividends, which also promoted the rapid development of the tourism and cultural industry. However, the rapid expansion of the industry has caused serious problems of regional economic structure simplification. In addition, the lack of scientific and technological innovation is difficult to support the rapid development of the tourism and cultural industry, which ultimately leads to the increasingly serious conflict between resource utilization and protection, and even the problem of "resource curse".

1.2 Weak industrial core technology support and low production efficiency

With the rapid development of information technology, the world has entered the information age. In China's social and

economic development, information technology, the Internet, artificial intelligence, big data technology, etc. also provide good technical support for the innovation and development of many industries. However, looking at the current situation of China's tourism and cultural industry, these core technologies are not used enough to provide good technical support for the efficient development of the industry. In addition, the supporting facilities around some tourism areas are not perfect, the production platform integrating service, entertainment, leisure, transportation, catering and shopping is lacking, and the information and resource sharing between industries cannot be realized. All these have seriously restricted the development of tourism and cultural industry, and not only have increased the internal consumption of the industry, making it difficult to improve the production efficiency.

1.3 Insufficient market consumption power

Modern people have grown up with the accompaniment of various electronic products and information technologies, so the tourism and cultural industry must also develop with the development of the times. It is necessary to gradually shift from the traditional industrial structure to digitalization and quality, and to meet the current market demand. However, at present, China's tourism and cultural industry lacks technological innovation, and cloud tourism and cloud performance, which rely on intelligent technology, are still in the exploration stage. Moreover, from the perspective of existing resources, these cloud tourism products are not only simple in structure and repetitive in content, but also difficult to be guaranteed in terms of quality, which simply cannot meet the needs of the modern tourism market. In addition, due to special circumstances in the past two years, the number of outbound tourists has decreased significantly, tourists have a lot of concerns about traveling, and the procedures are relatively cumbersome. In addition, due to the impact of the epidemic, the consumption level of many residents has decreased significantly, which makes China's tourism market lack of consumption power at this stage.

2. The way to construct the management system of modern tourism culture industry

2.1 Providing high-quality tourism and cultural products

First of all, if we want to build a modern tourism culture industry system and achieve efficient development of tourism culture industry, we must scientifically grasp the demand of tourism culture market, strengthen the development and utilization of information technology, integrate big data technology, digital technology, the Internet, cloud computing, etc., integrate the latest information resources of modern tourism market, deeply analyze the current development of tourism culture market, and combine public demand and opinions, establish a platform that can express opinions and feedback information at any time, so that we can timely collect the needs of different ages for tourism cultural products, analyze the qualitative, diversified and personalized needs of different groups for the tourism cultural market, so as to customize more distinctive and personalized products and services, and achieve the double improvement of product quality and service quality. Secondly, we should also actively supply marketable tourism cultural products. In combination with market demand, we should fully reflect the cultural connotation and cultural quality in the form of products. We should pay attention to product innovation, innovate and transform traditional tourism cultural products, integrate science and technology and create meaning, find the fit point between tourism resources and culture, and realize the diversification of products while fully promoting the cultural spirit. Finally, we should build brand culture, customize exclusive tourism culture IP, and strengthen the innovation and adaptation of tourism culture in some regions.

2.2 Strengthening innovation and reshape the tourism culture industry chain

The construction of modern tourism cultural industry management system needs to start from technological innovation, system innovation and other aspects. To strengthen technological innovation, we must combine various advanced technical means to strengthen the output of tourism cultural industry structure. It is necessary to comprehensively strengthen the application of digital technology, improve the product experience, reshape the modern tourism culture industry chain, and show some cultural sites to customer groups with a new look through scientific and technological means, so as to truly realize the freshness of culture. Accelerate the innovative development of advanced tourism and cultural industries such as cloud tourism, cloud exhibition and cloud performance, and open a new door to the tourism and cultural market. Secondly, we should constantly give play to the dominant position of tourism cultural enterprises in the tourism cultural industry, and build a system of mutual support and interdependence between tourism industry and tourism enterprises. Strengthen the export of tourism culture, enhance international tourism cultural exchanges, and improve China's influence, so as to promote the healthy development of China's tourism culture industry.

2.3 Continuously improving the management system of modern tourism culture

It is necessary to constantly improve the market supervision mechanism. All regions should actively comply with relevant national laws and policy standards. On this basis, the audit mechanism for modern tourism cultural products should be formulated according to local conditions. It is necessary to resolutely resist and crack down on vicious competition in the modern tourism cultural market, put an end to industrial monopoly, and achieve standardized development of the market. All regions should also actively establish a modern tourism culture market linkage management mechanism to achieve the efficient connection between the management responsibilities of all regions, provinces, and governments at all levels and tourism departments, so as to promote the continuous improvement of the modern tourism culture management system, improve the management level, standardize the order of the tourism culture market, and promote the scientific construction of the modern tourism culture industry system.

Conclusion

In a word, the construction of the management system of modern tourism culture industry cannot be separated from the support of science and technology, nor can it be separated from the drive of innovation. Relevant departments should comprehensively analyze the development needs of modern tourism culture market, strengthen the construction of tourism culture product system, and achieve the comprehensive development of tourism culture industry.

References

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