

# Research on the Influence of the Coordinated Economic Development of National Culture and Tourism Industry on the Satisfaction of Guangxi Residents

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**Abstract:** The deep integration and development of national traditional culture and tourism industry is helpful to promote the inheritance and protection of traditional culture in Guangxi, promote the transformation and upgrading of traditional cultural industry and tourism industry in Guangxi, and realize a good situation of mutual exchange and reference. Through the field investigation and data analysis in Guangxi, this study found that the inheritance of national culture and the development of tourism industry can significantly improve the satisfaction of local residents. First of all, the inheritance of national culture is an important factor to improve people's satisfaction.

**Keywords:** Guangxi Area; Satisfaction; Traditional Culture

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## 1. Introduction

There is no essential difference between the national culture and the urban culture in a region, but they are of the same origin. National culture is the root of urban culture, and urban culture is an expansion of national culture. Therefore, to study Guangxi's national culture, we should not only make a specific study of Guangxi's national culture, but also explore the roots of Guangxi's urban culture. There are seven ethnic groups in Guangxi, including Zhuang, Han, Yao, Miao, Yi, Gelao and Hui. The charm of Guangxi lies in "multi-ethnic, multi-cultural". This paper combines "national culture" with "tourism" to study the influence of the coordinated development of national culture and tourism industry economy on the satisfaction of Guangxi residents.

## 2. Research value and significance

### 2.1 Theoretical significance and value

A comprehensive study on the integration and development of Guangxi's cultural industry and tourism industry by using the relevant knowledge of ethnic economics, cultural economics, industrial economics, regional economics and econometrics will help to further enrich the research system of the integration and development of cultural industry and tourism industry, and further clarify the driving factors of the integration and development of cultural industry and tourism industry for subsequent scholars' related research.

### 2.2 Practical significance and value

The integrated development of cultural industry and tourism industry is the general trend of industry development, but there are great development differences among prefecture-level cities (autonomous prefectures) in Guangxi Province, so it is necessary to sum up the successful experience and failure lessons of Guangxi Province in order to improve the ecological chain of tourism industry in Guangxi Province, reshape the ecological system of culture and tourism development, promote the transformation, upgrading and intensive development of tourism industry, and promote the better integrated development of cultural industry and tourism industry in Guangxi Province. It is helpful to work out the overall plan for the development of cultural industry and tourism industry according to the development differences, promote the coordinated development of industries in the region and realize the equalization of residents' quality of life; It is helpful to provide practical experience for the better integration and development of cultural industry and tourism industry in other regions.

### **3. Theoretical basis**

#### **3.1 Degree of satisfaction**

The study of satisfaction is of great significance in practice and theory. It can help enterprises understand consumers' satisfaction with products and services, thus guiding product improvement and marketing strategies. Ge Haochen (2023) made a detailed study on the cause and effect of satisfaction on the basis of summarizing and analyzing the existing studies. The results showed that satisfaction was influenced by "economic development" and "social culture", while economic development was influenced by "economic income and employment opportunities" and social culture was influenced by "cultural inheritance"<sup>[7]</sup>.

#### **3.2 Social culture**

The definition of social culture and related research aims to deeply understand the cultural phenomena, values and behavior patterns of social groups. It is a very important subject field, which is of great significance for promoting social progress, cross-cultural communication and understanding of cultural diversity. Fan Pingting (2020) studies that social security has a certain influence on residents' social culture through empirical research, so this paper draws up social security as an influencing factor of social culture<sup>[8]</sup>.

#### **3.3 Residents' expectations**

The definition of residents' expectations and related research aims to understand residents' expectations and aspirations for cities or communities, so as to guide urban planning and community development. This is an important research field, which plays an important role in improving the quality of life of residents and community development. Cao Chenlu (2019) shows that local dependence and local identity have a significant positive correlation with residents' expectations through empirical research<sup>[5]</sup>.

### **4. Research and conceptual framework of research**

#### **4.1 Degree of satisfaction**

Satisfaction refers to a person's satisfaction with a particular thing, situation or experience. It is a subjective concept, which reflects the individual's preference or satisfaction with the evaluated object. In social science research, satisfaction is often used to measure people's satisfaction with products, services, work, life and other fields.

#### **4.2 Social culture**

Social culture refers to the symbol system of people's values, beliefs, behavior norms, social customs, artistic creation, traditional habits, language methods and other social shared meaning systems in a certain social group. It includes social structure, social system, social organization, social communication, cultural activities and other aspects, and is a comprehensive phenomenon formed in the common life and mutual communication of a social group.

#### **4.3 Residents' expectations**

Residents' expectations refer to residents' expectations and expectations for urban or community development, quality of life and public services. These expectations can involve various aspects, including housing conditions, employment opportunities, education level, transportation convenience, community safety, environmental quality, etc., reflecting residents' expectations for their own lives and community environment.

### **5. Study on the influence of the coordinated development of national culture and tourism industry on the satisfaction of Guangxi residents.**

Tourism takes traditional culture as the carrier, and traditional culture needs to be passed down with the help of tourism. Traditional culture is profound and has a long history. The inheritance and development of traditional culture is an important way for the Chinese nation to establish cultural self-confidence and realize cultural power. Therefore, promoting the high-quality integration and development of traditional culture and tourism industry has become a new trend in the country and ethnic regions. In this paper, by studying the influence of the

coordinated economic development of national culture and tourism industry on the satisfaction of residents in Guangxi, I hope to find out the reasons for the influence of population policy on the satisfaction of residents.

This paper takes Guangxi as the research object, and studies the influence of the coordinated economic development of national culture and tourism industry on residents' satisfaction, hoping to get the influence degree of population policy on residents' satisfaction. By analyzing the regional structure and characteristics of the development of traditional culture and tourism industry in Guangxi, we can find the problems faced by the integration and development of traditional culture and tourism industry in Guangxi, which can provide relevant information for the government to improve the government-oriented model, the national traditional culture-driven tourism model, the tourism-driven national traditional culture model and the cultural and tourism integration of other industries.

## 6. Conclusion

In this research framework, centering on the core concept of "satisfaction" and taking "economic development, social culture and residents' expectations" as the basic framework, this paper studies the influence of the coordinated economic development of national culture and tourism industry on residents' satisfaction in Guangxi, collects data through questionnaire survey and analyzes it to verify the hypothesis put forward. According to previous scholars and documents, it is roughly predicted that "economic development, social culture and residents' expectations" have a significant positive impact on residents' satisfaction. "Economic income and employment opportunities" have a significant positive impact on economic development, social security and cultural inheritance have a significant positive impact on social culture, and local attachment and local identity have a significant positive impact on residents' expectations.

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