

# Research on the Evaluation and Optimization Path of High-Quality Development of Culture and Tourism in Hebei Province

Weida Zhang, Long Feng, Ruirui Gao\*

School of Law, Politics and Public Administration, Hebei Normal University, Shijiazhuang 050024, China.

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**Abstract:** The 14th Five-Year Plan points out : "Strengthen the construction of public cultural service system and the innovation of system and mechanism, strengthen the dissemination and promotion of Chinese culture and the exchange and mutual learning of civilization, and better protect the people's cultural rights and interests." In 2023, the construction of a strong cultural and tourism province in Hebei Province has achieved initial results, the tourism product system has been continuously enriched, the industrial scale has been continuously expanded, the public service system has been improved, and the comprehensive benefits have been continuously enhanced. Therefore, based on the perspective of high-quality development of culture and tourism, this study carries out a comprehensive investigation and analysis of the cultural and tourism industry in Hebei Province from the aspects of the definition of high-quality development of culture and tourism industry, the construction of evaluation index system, the evaluation of high-quality development of cultural and tourism industry, and the countermeasures for high-quality development of cultural and tourism industry.

**Keywords:** Hebei Province; Culture and Tourism; High-Quality Development; Evaluation and Optimization Path

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## Introduction

Hebei Province is rich in cultural and tourism resources. In recent years, Hebei Province has seized development opportunities, focused on promoting the development of cultural and tourism industries, and promoted the transformation, upgrading and sustainable development of the local economy and society. As a major cultural province, the development of tourism and cultural undertakings in our province still faces problems such as insufficient investment in cultural industries, imbalance in the supply of high-end culture, and low integration of 'production and education'. It is urgent for our province to tap the potential of cultural industry, increase investment in cultural industry, carry out high-quality development evaluation of cultural and tourism industry in the whole province, and promote the high-quality development of cultural and tourism undertakings.

## 1. The definition of high-quality development of culture and tourism in Hebei Province.

The high-quality development of culture and tourism refers to the coordinated development of cultural industry, tourism industry and related service industry under the premise of ensuring cultural inheritance and tourism safety and sustainability, with the goal of excavating cultural resources, improving tourism experience and promoting industrial transformation, so as to promote the overall upgrading of the whole culture and tourism industry. At the same time, high-quality development should pay attention to the well-being and sense of gain of the people, so that culture and tourism can become an important carrier to help the whole people share, unite social solidarity and cultural self-confidence.

## 2. The evaluation index system of high-quality development of culture and tourism in Hebei Province.

The construction of the index system should be reconstructed on the basis of the evaluation index of the integration of culture and tourism, and integrate the connotation of high-quality development. The specific index system is constructed as follows :

The first-level indicators include : cultural and tourism governance capacity, cultural and tourism socialist connotation, cultural and tourism industry development level, cultural and tourism development support, and the degree of integration of ' culture, tourism and education '.

Among them, the indicators of cultural and tourism governance capabilities include: (1) cultural and tourism policy disclosure (number of cultural and tourism policy documents issued) ; (2) Integration efficiency of cultural and tourism institutions (cultural and tourism administrative departments, new media platform construction); (3) special funds for cultural tourism (financial investment of cultural tourism); (4) The implementation efficiency of cultural and tourism social organizations (the number of industry associations, the governance capacity of industry associations); (5) government service ability (administrative examination and approval hall construction, government service network construction ).

The connotation indexes of culture and tourism socialism include : (1) landscape resource advantages (historical culture, natural landscape); (2) The advantages of intangible cultural heritage resources (performing arts, rituals and activities, traditional crafts, traditional sports and recreation); (3) Red resource advantages (great man 's hometown, revolutionary sites, martyrs cemetery, revolutionary memorial hall, revolutionary story ).

The cultural and tourism industry development level indicators include : (1) the level of investment in the cultural tourism market (operating institutions, capital, labor force); (2) Cultural tourism market consumption level (tourist reception, tourism income); (3) Cultural tourism market development potential (market growth, scenic competitiveness, brand influence); (4) the degree of prosperity of the cultural tourism market (exhibition activities, performance activities); (5) The development level of cultural industry (the proportion of cultural industry in GDP, per capita cultural consumption, cultural industry innovation ).

The supporting indicators of cultural and tourism development include : (1) the level of economic development (total GDP, per capita disposable income, and the proportion of cultural industry in GDP); (2) urbanization level (urban population size, urban industrial structure)(3) public infrastructure.

The indicators of the integration degree of ' culture, tourism and education ' include : (1) the level of cultural and tourism talents (the number of cultural and tourism education institutions, the number of professional and technical talents in cultural and tourism institutions)(2) the level of cultural and tourism science and technology (Internet penetration rate, the number of operating Internet cultural units)(3) the development level of cultural and tourism vocational education (the number of relevant professional schools and the number of graduates ).

## 3. The evaluation of high-quality development of culture and tourism in Hebei Province

In terms of cultural and tourism governance capabilities, governments at all levels in Hebei Province have continuously improved their governance capabilities, issued a series of cultural and tourism policy documents, integrated tourism administrative departments, established specialized agencies, and set up tourism special funds ; in terms of the connotation of culture and tourism socialism, Hebei Province has four world cultural heritages, six national historical and cultural cities, and 163 national intangible cultural heritage projects. In terms of red cultural resources, Hebei Province has revolutionary sites and memorial sites such as Xibaipo Central Committee of the Communist Party of China, Dongcunrui Martyrs ' Cemetery, Laoting Li Dazhao Memorial Hall, and Tangshan Anti-Seismic Memorial Hall.

In terms of the development level of culture and tourism industry, Hebei Province received a total of 117 million tourists in the first quarter of 2023, and realized more than 120 billion yuan of tourism revenue, an increase of 98.3 % and 121.3 % year-on-year respectively. The growth rate of fixed assets investment in cultural tourism in the province was 27.9 %, and 764 cultural tourism projects were promoted. The annual planned investment amount was CNY 54.415 billion, and the investment in the first quarter was

CNY 10.622 billion. The investment completion rate was 19.52 %, and the investment growth rate was 33.9 %. In terms of cultural and tourism development support, in the first quarter of 2023, Hebei Province achieved a GDP of 1004.14 billion yuan, a year-on-year increase of 5.1 %. The per capital disposable income of residents in the province is 8257 yuan. In terms of the degree of integration of ' culture, tourism and education ', the number of cultural and tourism education institutions has increased year by year, and the number of professional and technical talents in cultural and tourism institutions has shown an upward trend. Many colleges and universities in Hebei Province have opened cultural and tourism majors, and the number of graduates has increased year by year.

## **4. The optimization path of high-quality development of culture and tourism in Hebei Province**

### **4.1 The way to improve the governance ability of culture and tourism government in Hebei province**

The government should combine the cultural characteristics with the characteristics of the tourism industry, improve the governance capacity in the aspects of cultural tourism policy planning, public product provision, industrial supervision, and strengthening the construction of organizational system, and rationally position the role. First of all, we should establish a scientific cultural and tourism development plan, fully consider the historical and cultural heritage, natural landscape and economic development in the province, and rationally arrange the allocation of resources, implement the planning objectives, and improve the overall management level. Secondly, we should increase the publicity of culture and tourism, widely publicize the unique charm and attraction of culture and tourism in Hebei Province at home and abroad, and increase people 's understanding and understanding of regional culture and historical relics in Hebei Province.

### **4.2 The path to enhance the cultural connotation of culture and tourism socialism in Hebei Province**

In order to promote the high-quality development of culture and tourism, Hebei Province should dig deep into the connotation of advanced socialist culture, carry forward excellent traditional culture, develop advanced culture, guide people to consciously adhere to the core values of socialism through education, publicity and practice, and create a positive and healthy cultural environment and cultural atmosphere. To promote the innovation and development of cultural socialist culture, highlight the unique local cultural connotation, better attract tourists, provide rich spiritual food, meet the cultural needs of the people, and promote the development of local tourism economy.

### **4.3 Ways to improve the development level of culture and tourism industry in Hebei Province**

According to the market demand, we carry out market research, combine traditional culture and cultural heritage, and launch characteristic cultural tourism products. Focus on brand building : create a tourism brand with regional characteristics to highlight the popularity and reputation of cultural and tourism products, and establish a long-term sustainable development model. We should promote the integration of cultural tourism industry, innovate the development mode of culture and tourism industry, and attach importance to cultural creativity and tourism science and technology empowerment.

### **4.4 The guarantee path of cultural and tourism infrastructure and urbanization level in Hebei Province**

Promote the development of urbanization, improve the level of urban infrastructure and public services, increase the income level of urban families and residents, and provide good basic conditions for cultural tourism. At the same time, we will improve the quality of cultural and tourism infrastructure construction and improve supporting facilities to improve the experience and convenience of tourists.

## **5. Conclusion**

To sum up, culture and tourism in Hebei Province still face some problems in the process of rapid development. At present, China

's culture and tourism industry has entered a stage of high-quality development. Hebei Province should also optimize the structure of culture and tourism in the province according to the purpose of high-quality development, accelerate the cultivation of new driving forces for industrial development, give full play to the advantages of resources in Hebei Province, promote the high-quality development of culture and tourism, and drive the rapid economic development of Hebei Province.

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**Author:** Zhang Weida, PhD, Master 's Tutor, School of Law, Politics and Public Administration, Hebei Normal University ; Feng Long, School of Law and Public Administration, Hebei Normal University, master 's degree student; Gao Ruirui, School of Law and Public Administration, Hebei Normal University, master 's degree student