

Countermeasures and Suggestions for the Integrated Development of Jiangsu's Culture and Tourism Industry

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Abstract: *Culture is the best resource for tourism and tourism is the largest market for culture. Cultural industry and tourism industry are important components of modern service industry and are of great significance to promoting the development of national economy. The integrated development of Jiangsu's cultural and tourism industry should adhere to innovation, science and technology, integration, and respect the law of development. The following countermeasures are adopted, including establishing a platform for integrated development, optimizing the supply of products and services, and implement effective safeguard measures.*

Keywords: culture; Tourism; Integrated development.

1. INTRODUCTION

The integrated development of culture and tourism industry is an important strategic measure, which is related to the prosperity of the market and is of great significance to promoting the development of the national economy. The cultural industry and tourism industry are important parts of the modern service industry and play an increasingly important role in social and economic development. In order to enrich product supply, promote tourism consumption, and better promote the construction of Jiangsu, it is necessary to promote the integrated development of cultural industry and tourism industry.

The development goal of Jiangsu Province is to make significant progress in the development of culture and tourism by 2025, and the integrated development of culture and tourism will be more perfect. The status of the industry has been further consolidated, and mass tourism and smart tourism have developed rapidly. High-quality tourism products have become mainstream, and the market is prosperous and orderly. It has made important contributions to promoting social and economic development, and the satisfaction of the people has been greatly improved, promoting Jiangsu to become a famous tourist destination[1].

By 2035, the overall strength of Jiangsu's cultural industry and tourism industry will be greatly improved. It has a number of excellent cultural products and tourism products to fully meet the needs of the people. Tourism services have been improved and Jiangsu's tourism influence has been comprehensively enhanced.

2. THE PRINCIPLE OF INTEGRATED DEVELOPMENT

2.1 Adhere to innovative development

It is necessary to promote the innovative development of excellent traditional culture. Realize the multiple development of Jiangsu's cultural resources and transform more cultural resources into excellent tourism products.

2.2 Adhere to the application of science and technology

Actively use modern technology to create a scene of cultural and tourism integration. Accelerate the development of the digital cultural industry, using Internet technology, and create new formats and models with cultural and tourism characteristics.

2.3 Adhere to industrial integration

Identify the integration point of industry, promoting the integration of cultural tourism and agriculture, manufacturing, health care, sports, commerce and trade, and expand new space for industrial development.

3. ESTABLISH A PLATFORM FOR INTEGRATED DEVELOPMENT

3.1 Cultivate the business format of cultural and tourism integration

Increase the investigation of Jiangsu's cultural and tourism resources and create a boutique route for cultural tourism. Promote the development of cultural heritage, tourism and performing arts, theme parks, homestays and other projects. Promote the extension of literature, animation, music, performing arts, digital art, network culture, and creative design to the field of tourism[2].

3.2 Promote the integrated development of related industries

Actively cultivate research tourism, industrial tourism, agricultural tourism, health tourism, sports tourism, eco-tourism and other products. Develop new business formats such as self-driving tourism and cruise yacht tourism to support the integrated development of multiple industries.

3.3 Promote the integration of online and offline development

Adapt to the development trend of digitalization and guide cultural venues and tourist attractions to develop more digital products and services. Actively develop e-commerce, online live broadcasting, short video and other projects, and develop tourism marketing models such as live broadcasting. Give full play to the advantages of online communication and interaction to drive offline consumption.

4. OPTIMIZE THE SUPPLY OF PRODUCTS AND SERVICES

4.1 Promote the development and utilization of resources

Further explore the connotation and value of cultural heritage, and design cultural and creative products and tourism products that meet market demand. On the basis of strengthening the protection of cultural relics, make good use of all kinds of cultural relics resources and promote more cultural relics resources to enter the tourism route. Create a number of characteristic tourism products with distinct themes and complete elements. Launch a number of rural tourism products with cultural connotations to promote the development of rural tourism[3].

4.2 Create Yangtze River cultural theme products

Carry out the protection of the Yangtze River culture and promote the integration of the history and culture of the Yangtze River with urban development. Create a number of literary and artistic works with the theme of the Yangtze River, designing a number of exhibitions and cultural and creative products with the theme of the Yangtze River, and launch a number of tourism routes with the cultural connotation of the Yangtze River.

4.3 Stimulate the consumption potential of cultural tourism

Encourage all kinds of e-commerce platforms to participate in the development of cultural tourism products. Promote cooperation between Internet platform enterprises and cultural venues and tourist attractions. Encourage the government and enterprises to jointly carry out festivals, performances, exhibitions and other activities, and continue to hold cultural and tourism consumption activities[4].

5. IMPLEMENT EFFECTIVE SAFEGUARD MEASURES

5.1 Establish incentive policies

The key projects of Jiangsu culture and tourism industry are released every year. Make good use of special funds for development and focus on supporting a number of cultural and tourism industry integration projects. All localities should proceed from reality and formulate specific policies to support the integrated development of the cultural and tourism industry. Provide assistance in finance, land use and other aspects, and create a good policy environment.

5.2 Carry out publicity of cultural and tourism resources

Establish a market research system and scientifically analyze the development trend. Run travel ads to improve the effectiveness of your marketing. Design distinctive Jiangsu cultural tourism routes and projects, and carry out publicity through multiple channels. Promote exchanges and cooperation in an all-round way, spreading Chinese stories and Jiangsu stories well, attracting more people to travel to Jiangsu, and reflect a better life[5].

5.3 Strengthen the cultivation of outstanding talents

Implement the cultural and tourism talent training plan, and cultivate a group of backbones who understand both industry and business management. Relying on universities, research institutions and training bases, strengthen the practice, skills training and case analysis of practitioners, and build a team of professional talents with high quality and strong ability.

6. PROMOTE THE INTEGRATED DEVELOPMENT OF CULTURE AND TOURISM

6.1 Actively explore cultural connotations

To promote the integrated development of culture and tourism, we must provide more excellent cultural products and high-quality tourism products for the people, meeting the spiritual needs of the people, and enhance the people's sense of gain and happiness. It is necessary to take excellent cultural resources as the main body and use culture to improve the quality of tourism. Integrate historical culture and modern civilization into the development of tourism economy, and vigorously promote excellent culture. Create more tourism boutiques that reflect cultural connotation and humanistic spirit, making natural landscapes more charming, and make cultural experiences more exciting. It is necessary to promote the transformation of more cultural resources into tourism products, enhancing the cultural connotation of tourism with culture, enriching the supply of cultural tourism products and services with the help of industrialization and marketization of tourism, and make more cultural heritage, cultural resources and cultural elements become tourism products loved by contemporary people. Finally, promote culture and tourism to support each other, complementing each other's advantages, expanding new development space, and form new development advantages[6].

6.2 Continuously broaden the path of integration

The integrated development of culture and tourism is not only a simple addition of culture and tourism, but also gives full play to the respective advantages of culture and tourism. Both of them promote each other, forming mutual assistance, realizing the mutual promotion and complementarity of culture and tourism, and improve the quality and efficiency of development. The integration of culture and tourism must actively promote the integration of business formats, products, markets and services, so as to make culture more vibrant and tourism more attractive. It is necessary to create new formats, new subjects and new models with both cultural and tourism characteristics. In order to promote product integration, it is necessary to give full play to the innovation and creativity advantages of the cultural industry and promote the transformation of more cultural resources into high-quality tourism products. It is necessary to promote market integration, actively cultivating the main body of the cultural and tourism market, and enhance vitality and competitiveness[7].

6.3 Build a brand that integrates culture and tourism

The integrated development of culture and tourism must build a number of iconic and leading projects, and launch a number of experiential and interactive characteristic projects. It is necessary to create a number of cultural tourism projects with themes such as cultural creativity, leisure vacation, agricultural tourism, and health and wellness. Among them, it is very important to support cultural tourism projects with regional characteristics. It is necessary to build a backbone enterprise of cultural tourism with high standards. Through resource integration, technological innovation, brand output and other ways, we will build a number of well-known enterprise groups at home and abroad. Major projects will be built in areas with distinctive cultural characteristics, rich tourism resources, high brand awareness, perfect industrial supporting system, obvious advantages in industrial development, and significant social and economic benefits. Continuously enhance the influence and attractiveness of cultural tourism.

6.4 Vigorously promote digital engineering

The new round of information technology, represented by the Internet and artificial intelligence, is changing the development pattern of cultural and tourism integration. New development momentum must be generated through scientific and technological innovation and digital transformation. Accelerate the innovation of development concepts, business formats, services, models, and management methods, and strive to achieve higher quality, more efficient and more sustainable development. It is necessary to actively adapt to the development trend of the digital era, making good use of scientific and technological innovation achievements, optimizing traditional business formats, innovate products and services, and promote the transformation and upgrading of culture and tourism. It is necessary to vigorously develop cultural creativity, digital culture and smart tourism. Launch new scenarios such as cloud entertainment, cloud exhibition, cloud tourism, and immersive experience. Accelerate the construction of smart tourism cities and smart tourism scenic spots, and develop towards digitalization, networking, and intelligence. It is necessary to actively use new materials, new techniques, and new equipment to enhance the technical content of cultural products and tourism products. Implement a number of major scientific and technological innovation projects in the field of culture and tourism, and create a new model of deep integration of science and technology, culture and tourism[8]. In addition, the integrated development of culture and tourism must adhere to the talent strategy. Increase the introduction of talents and strengthen the training of professional talents. Strive to cultivate a high-quality, high-skilled, professional and compound talent team to provide effective talent support.

7. CONCLUSION

In short, the integration of culture and tourism industry includes five aspects, the integration of development concepts, the integration of the protection and utilization of cultural resources, the integration of industrial development, the integration of market management, and the integration of cultural exchanges.

Tourism and culture are inherently intertwined. In the era of mass tourism, with the improvement of people's living standards and knowledge levels, culture and tourism are more inseparable. Tourism is no longer simply sightseeing, but also an important channel for people to broaden their horizons, learn knowledge and enhance their culture. From an economic and industrial point of view, culture is the best resource for tourism, and tourism is the largest market for culture.

On the one hand, we should see that culture and tourism influence and interact with each other when we study the integrated development of culture and tourism, and on the other hand, we must also see that culture and tourism have their own internal characteristics and their own development laws. We must respect the law of development, take the market as the guide, take the product as the core, take the service as the guarantee, and do a good job in relevant research and work.

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