



# Research on the Integrated Development of China's Cultural and Creative Industry and Tourism Industry

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**Abstract:** Promoting the deep integration of cultural and creative industries with the tourism industry is an inevitable requirement for China's economic restructuring and for meeting the value-added demand of tourism consumption. The integration of cultural and creative industries and tourism industry has become a motive power of economic growth, and the needs of tourists are also changing. There is a need to accelerate the rapid integration of cultural and creative industries and tourism industries, focus on innovative integration, and pay attention to the cultural connotations of landscape development, forming a comprehensive innovation system with multiple levels and perspectives to provide new impetus for development. Therefore, integrating the tourism industry with the cultural and creative industries can stimulate public interest in tourism and promote the common development of the cultural and creative industries.

**Keywords:** cultural and creative industries, tourism industry, integrated development

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## 1. Introduction

With the progress of the times and the development of society, people's lives are also quietly undergoing changes. Tourism brings people not only a spiritual enjoyment, but also a profound understanding of local history and culture, and a feeling of the beauty of the great rivers and mountains of our country. The tourism industry has developed against this backdrop. Whether from the perspective of developing the tourism industry or promoting the national economy, it is necessary to explore the integration of cultural tourism and cultural and creative industries, so that tourists can not only enjoy the pleasure of tourism, but also feel the charm of culture. The mutual promotion among the tourism industry, cultural creativity, and social economy can promote the healthy development of the social economy.

## 2. The Significance of the Integrated Development of Cultural and Creative Industries and Tourism Industries

### 2.1 Helping Transformation and Upgrading of the Tourism Industry and Comprehensively Enhancing the Regional Image

Culture is basic connotation and also the core value of tourism. Based on regional characteristics and interpreting tourism with its unique cultural personality and charm, it helps to highlight the characteristics of tourism products, enhance competitiveness and attractiveness, accelerate the transformation and modernization of the tourism industry to achieve sustainable development, and integrate cultural creativity into the entire process of tourism to integrate the form and content of tourism. For example, tourists can get to know Weifang through the Dragon Boat Festival and Harbin through the Ice Sculpture Festival. Developing cultural tourism can showcase profound cultural heritage, ancient folk customs, vitality of regional development, and new era style to tourists, which is of positive significance for promoting China's foreign exchanges.

### 2.2 Promoting and Inheriting Excellent Culture and Improving the Prosperity of the Cultural Industry

As a major carrier of culture, tourism itself is a process of inheriting and promoting culture, as well as a deep exploration of tourism resources. The Potala Palace in Xizang, the Old Town of Lijiang and Shangri La in Yunnan, and the ancient kilns in Jingdezhen have all been well restored, protected and revived. Tourism is the main medium for showcasing, disseminating, and developing culture, and is currently the most popular form of communication worldwide. Cultural forms should be innovated, cultural connotations should be enriched, and cultural prosperity should be accelerated to vigorously develop cultural tourism.

### **3. Reasons for the Integrated Development of Cultural and Creative Industries and Tourism Industries**

#### **3.1 Growth in Tourism Demand**

Tourism is synchronized with social development, and it develops in sync with social productivity. At the same time, the improvement of residents' consumption level also promotes the development of the tourism industry. As people's income increases, their leisure time also increases, and their disposable income also increases, which leads to continuous changes in their thinking and increasing attention to their way of life. They want to obtain spiritual rest and relaxation through contact with nature. Due to a change in mindset, the requirements for tourism have also changed, with an increasing focus on personalized and spiritual tourism products, which are the internal driving force for the sustainable development of the tourism industry.

As people's pursuit of spiritual level becomes higher and higher, the needs of tourism also tend towards spiritual satisfaction. The integration of cultural and creative industries and tourism industries allows tourists to experience a rich cultural atmosphere and integrate into natural landscapes during their travels. At the same time, the development of cultural and creative products also caters to the curious psychological characteristics of modern people, bringing new vitality to the tourism industry.

#### **3.2 Changes in Tourism Resource Concepts**

Development of tourism is not limited to the use of natural scenery. Under the traditional concept, the development of tourism resources, including historical and cultural heritage and human factors, has been restricted, such as Suzhou gardens, the Mogao Grottoes of Dunhuang and other human landscapes. The neglected tourism resources are not only not inferior to the natural scenery, but also have great attraction for tourists. The cultural and creative industry forms a value chain through the integration of such tourism resources and the application of conceptual ideas, concepts, and cultural cores, enabling it to play a positive role in promoting the domestic tourism industry.

#### **3.3 Technological Development and Innovation**

Industrial integration is closely related to the development and innovation of technology. The progress of technology has promoted the integration of the industry. Cultural creativity is a concept that requires the support of technology in order to generate internal motivation and deeply condense it in every aspect of tourism. In this way, cultural creativity will penetrate into the tourism industry. For example, the development of transportation technology has driven the development of the tourism industry, as well as the development of new tourism products that integrate with cultural creativity.

### **4. Strategies for Promoting the Integrated Development of China's Cultural and Creative Industries and Tourism Industries**

#### **4.1 Developing Tourism Landscape**

The growth and development of the tourism and entertainment industry is the first step in the exploration of tourism landscapes. The entertainment industry uses tourist attractions as a carrier to restore local culture to varying degrees and showcase it to the public in an artistic way, thus gaining recognition from the public. The film *Ambush on Ten Sides* was filmed in the bamboo forests of southern Sichuan, China, and recreates the beautiful scenery of the bamboo forests in Sichuan. The picturesque scenery is promoted through films and other forms, thereby promoting the development of local tourism.

#### **4.2 Innovating Tourism Products**

In today's increasingly growing demand for material life, people are paying more and more attention to its cultural connotations. As people have paid attention to Korean dramas, the mobile phones, clothing, and products used by characters in Korean dramas have also been developed in industries such as purchasing agents. Therefore, the tourism industry needs to grasp the consumer psychology and innovate tourism products in order to effectively stimulate domestic demand.

#### **4.3 Incorporating Tourism Development into Urban Planning and Construction**

Without strong support from the state, the tourism industry cannot develop. Urban planning and construction, market mechanism construction, market supervision, and legal construction are all key factors in China's tourism development. In order to promote the rapid development of China's tourism industry, a regional economic growth model led by tourism has been formed. Especially for the development and planning of ancient city architectural complexes, in future planning,

such tourism resources should be included in the planning, and key protection should be given to them, so as to effectively integrate cultural architecture and urban development in China and achieve coordinated development between the two.

#### **4.4 Creating Tourism Brands with Cultural Creativity**

At present, with the development of tourism in major cities in China, tourism products are emerging one after another, but most scenic spot products are similar and consumers are increasingly tired of purchasing tourism products. Tourists visit villages while purchasing and collecting items with cultural characteristics. However, the types and packaging of tourist souvenirs provided by different tourist attractions are similar, leading to a decrease in consumers' willingness to purchase tourist souvenirs. Therefore, to change this situation, it is necessary to have a profound understanding of local culture, create distinctive tourism products and tourism brands, and promote the development of the tourism industry.

#### **4.5 Creating an Environment for Cultural and Creative Tourism Consumption**

As a way to cultivate emotions, regulate mood, and enjoy life, tourism has gradually become a fashion and is increasingly sought after by people. At present, tourists have strong purchasing power, while some tourist attractions force them to make purchases, which greatly affects their willingness to consume. However, the promotion of new concepts in cultural and creative tourism products is not strong enough, and people's understanding of it is not deep enough. Therefore, government departments should increase publicity efforts to guide consumers to have a better recognition of tourism products, so that they can gain more fun from tourism.

#### **4.6 Strengthening the Basic Construction of the Tourism Industry**

To ensure the healthy and smooth development of the tourism industry, it is necessary to start with infrastructure construction. Only with improved equipment can we attract more tourists with peace of mind. The tourism infrastructure mainly includes environmental protection, electricity and water supply guarantee, transportation comfort, scenic area environmental sanitation, and scenic area greening. These external factors play an important role in tourism development.

### **5. Conclusion**

In summary, industrial integration has become a new trend in today's world economic development and an inevitable choice to promote the transformation of enterprises and market economy towards modernization. Whether it's tourism or cultural and creative industries, they are all detached from the needs of the times and are exploring development alone. The results will not be very good, but will cause industrial development to lag behind the civilization process of the entire society. In the context of actively promoting cross-border integration in China, integrated development is the basic way for the sustainable and healthy development of the tourism industry and cultural and creative industries.

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