

A Study on the Development Mode of Cultural and Creative Tourism Based on Industrial Convergence: Taking the Development of Guangzhou Creative Garden as an Example

Huang Minhua*

Jinan University, Tourism Management, Canton, China, 510631

***Corresponding author**

Huang Minhua

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Abstract: The development of social science and technology, and the need for new tourism with the connotation of cultural and artistic creativity, the integration of tourism and other industries has become the trend of the times. In the promotion of cultural and creative development and "back into the three" background, gave birth to creative tourism this new type of tourism. Creative tourism, as one of creative industry's modes is the products of integration of tourism, is to experience the economic era of new forms of tourism. This paper analyzes the development mode of creative tourism from the perspective of industry integration, and puts forward some useful countermeasures and suggestions for the development of creative tourism in Guangzhou, taking the analysis of Guangzhou Creative Park as an example.

Keywords: Industry integration, Creative tourism, Creative Park, Development mode, Solutions and suggestions.

INTRODUCTION

With the rapid development of tourism and the continuous improvement of people's living standards, the traditional mass tourism method can no longer meet the growing demand of culture and creativity. The traditional mass tourism is characterized by over-reliance on nature, environment and other elements. The shortcomings such as insufficient content and insufficient awareness of innovation have become increasingly prominent [1].

It is replaced by the arrival of creative tourism. In the era of globalization, the culturally dominant tourism development model has gradually become an important strategic means to promote urban and regional economic development and enhance competitiveness [2]. At the same time that the tourism industry is increasingly calling for creativity and imagination, and with the economic development model of the 21st century leading industries, creative tourism came into being, and the countries such as New Zealand, Britain, Spain and Singapore took the lead in implementing local tourism. The industry is booming again.

In recent years, the National Tourism Administration has proposed to comprehensively promote the transformation and upgrading of China's tourism industry and realize the transformation of China's tourism industry from extensive to intensive. Under the active exploration of new development ideas and growth methods, creative tourism will also become a good way to update China's tourism [2]. As one of the leading core areas of the Chinese economy, in the context of creating and developing creative cities and

"retreating two into three", the significance of developing creative tourism in Guangzhou is very significant. Through the research and analysis of the important carrier of creative tourism development and the creative industry park of Guangzhou representative form, this paper attempts to explore the current creative tourism development model in Guangzhou from the perspective of industrial integration, and provide a certain direction for Guangzhou to better develop creative tourism.

LITERATURE REVIEW

Industry Fusion Theory

Since the 1970s, competition and synergy among enterprises in the fields of computer, communication, radio, television, and printing have promoted the emergence of the emerging information and communication industry. The academic community refers to this economic phenomenon as Industrial convergence. In 1997, the European Commission's "Green Paper" proposed that the integration of telecommunications, radio, television and publishing is not only a technical issue, but also related to services, business models and the entire

society. A new way, and regard industry integration as a powerful engine to promote employment and growth under new conditions, which will undoubtedly extend to the entire information market, and even catalyze the integration of the future world economy [3].

Different scholars in the academic world have proposed different definitions of industrial integration. Among them, Greenstein and khanna mainly aim at the integration of computer, communication and broadcasting and television industry, and define industrial integration as: the contraction of industrial boundaries to adapt to industrial growth or Disappeared [4]. Yoffie believes that convergence is the integration of their respective independent products after the adoption of digital technology. Enterprises must adopt a new technology strategy and corporate development strategy to achieve integration. He proposed a CHES model mainly for incumbent enterprises and startups [5]. Japanese scholar Zhi Caoyi believes that industrial integration is to reduce barriers between industries through technological innovation and relaxation of restrictions, and to strengthen the competitive cooperation between enterprises in various industries [6]. Chinese scholar Ma Jian summarized the meaning of industrial integration as: due to technological advancement and deregulation, technology integration at industrial boundaries and intersections changed the characteristics of existing industrial products and market demand, leading to industrial enterprises. The competition and cooperation relationship has changed, which has led to the blurring of industrial boundaries and even the redrawing of industrial boundaries [7]. Ma Jian also believes that industrial integration has the following three effects:

1. Industrial integration improves industrial performance and reduces corporate costs;
2. Industrial integration is an important means and means of traditional industrial innovation;
3. Industrial integration is conducive to industrial structure transformation and upgrade, Improve the competitiveness of a country's industry. Li Wuwei, the proponent of China's relatively widely accepted understanding, believes that industrial integration refers to the dynamic penetration of different products in different industries or in the same industry, which are mutually intertwined and eventually merge into one another and gradually form new industries. Development process [8]. Zhou Zhenhua proposed that industrial integration means the blurring of traditional industrial boundaries and the trend of economic service, the establishment of new competitive synergies between industries and the greater compound economic effects [9]. Nie Zilong and Li Hao believe that the so-called industrial integration refers to the fact that different industries or different industries within the same industry infiltrate each other, cross each other, and finally integrate into one, gradually forming

a dynamic development process of new industries; there will be phenomena of degradation, shrinkage and even disappearance of existing industries [10]. There are four main forms of industrial integration: the penetration and integration of high-tech, the extension and integration of industries, the reorganization and integration within the industry, and the replacement of traditional old industries by new industries. However, Li Wuwei and Chen Liuqin believe that industrial integration is mainly divided into infiltration and fusion, extension and integration, and reorganization and integration [11, 12]. The effects of industrial integration mainly include promoting industrial innovation, promoting industrial transformation and upgrading, conducive to broadening the value-added space of industrial chains, optimizing industrial structure, and improving market structure, corporate structure and corporate performance.

Since the 21st century, tourism has evolved from traditional mass tourism to a self-service tour that pursues individualization and diversification. Compared with the past, the development of tourism relying on natural resources and regional advantages has not been consistent with the current public demand for cultural creativity. Thus, the "tourism+" model of tourism has emerged, and creative tourism is a typical model of the integration of the tourism industry and other industries.

Creative Tourism

In recent years, culture, as the core of national soft power, has played an increasing number of times in the international arena [13]. As one of the fastest growing industries in the world, the creative industry is the economic development of many developed countries, which has made an outstanding contribution [14, 15].

Since the 21st century, the "tourism+" model has emerged in the context of the Internet. Creative tourism is a typical model of the integration of the tourism industry and other industries. As a new concept developed in the past 20 years in the world, creative tourism has emerged from the background of the creative industry that is generally emerging around the world. As one of the distinctive areas of the cultural and creative industry, it has received the attention of the international academic community [16].

The concept of "creative tourism" was first proposed by New Zealand scholars Grey Richards and Crispin Raymond in 2000. It led to extensive international focus and further promotion by the UNESCO Creative Cities Network. Richards and Raymond believe that creative tourism comes from cultural tourism and is an extension of cultural tourism. It is a form of tourism that allows visitors to actively participate in the tourism process, choose the

experience of vacation purposes, stimulate their creative potential, and experience the cultural atmosphere of the destination [17]. The definition given by UNESCO in 2006 is: Creative tourism is a kind of tourism activity that can directly participate in the experience by providing tourists with authenticity [18]. Li Weiwei *et al.* believe that creative tourism is a development model, which integrates tourism resources, innovative tourism products and forged tourism industry chain with the creative mode of thinking and development model. The creative industry is an emerging industry that emerges from a certain stage of economic development and people's rising spiritual needs. It is an industry that highly values individual creativity [19].

The rise of creative tourism is also a trend that conforms to the development of the market. It is a tourism product that is market-driven according to market demand, and the market environment has undergone corresponding changes. On the one hand, it is the experience of experiencing the economy. The experience economy refers to an economic form in which enterprises use service as the stage, goods as props, and consumers as the center to create experience activities that enable consumers to participate and are worth remembering. On the basis of this, it is reasonable to explain the tourism economy. Tourists spend time and energy on the basis of growth experience and harvest experience, so as to experience the economic stimulation of tourism consumption. The tourism experience economy is to make visitors achieve the effect of deep experience through various efforts [20]. On the other hand, based on the background of the rise of the creative class, the creative industry is an industry that highly values individual creativity, and creative talents play a pivotal role in the development of creative industries. Richard Florida, an American economist who studies the creative economy and the creative class, points out in his book *The Rise of the Creative Class: The emergence of a different force in the economy indicates the rise of a professional class*. He also pointed out that the accumulation of creative talents and the inclusion of creative talents in the United States is one of the sources of economic growth in the United States. It proposes the 3T principles of creative economic growth, namely, technology, Talent, and Tolerance [21]. This theory has a good guiding effect on practical application practice, especially in urban areas where natural resources are relatively scarce and tourism is developed. The most important thing is to develop creative industries and creative tourism. The most important thing is to cultivate creative talents to use 3T's theory as a guiding strategy.

From the above literature review to understand the conditions of industrial integration and industrial characteristics, it can be inferred that both

the creative industry and the tourism industry are two industries with strong relevance and permeability. Both can be strengthened in the depth, breadth and comprehensiveness of the industrial chain. Linkage to promote the development and deepening of creative tourism [1].

In past studies, it has been found that there are several notable features of creative tourism compared to traditional tourism development models: 1. Emphasis on multidimensional integration of various resources, especially emphasis on traditional tourism resources (natural landscapes, cultural relics, etc.) The integration of social resources using creative techniques 2. Emphasis on the creation of future cultural heritage the development, utilization and protection of historical legacy and existing tourism resources are the main development models of the traditional tourism industry 3. Emphasize the leading and shaping of the trend of tourism consumption. 4. Emphasize the expansion and extension of the tourism industry chain and the improvement of the overall value of the region [21].

Research on Creative Park

Creative Park is an important carrier for the development of creative tourism. It is an important incubation base for creative industries. The value chain formed through the development of creative industries will often be used by the tourism industry. Gradually, the creative park will develop and work. A creative tourism industrial park with leisure, entertainment and cultural functions. The Creative Industry Park is a new type of economic industrial park integrating cultural and creative industries and high-tech industries, and the integration of science and technology industries and cultural industries. It is a new type of social economic organization between government, market and enterprises. The Enterprise Development Platform helps start-ups and grow up healthily by providing a series of management support and resource networks needed for the development of new ventures to help start-up or newly established relatively small startups. The creative park is an important space for the gathering of creative industries. The creative parks mainly include high-tech parks and historical and cultural landscape creative parks. The creative parks are home to high-tech enterprises and cultural enterprises. The park has distinctive personality and characteristics, and there are many creative people. The creative park is historically precipitated and constructed. Appearance and interior decoration, corporate culture, and park life form have undoubtedly formed a comprehensive tourism attraction [22].

Therefore, the in-depth study of the creative park can comprehensively analyze the creative tourism from the functional, morphological, scale and value chain. The development of the creative park can reflect

the development degree of creative tourism to a certain extent. Research has a certain meaning.

The fusion mode of Guangzhou cultural creative tourism

The cultural and creative industry is the product of the era culture. As a spatial agglomeration form, the creative park has not only development, design, consulting and other production functions under the influence of subjective and objective factors such as creative talents and urban environment, but also has important recreation, leisure and visits. , learning, communication functions. At the same time, as an important type of tourism products for creative tourism, a multi-form creative tourism is gathered. The research on creative parks can reflect the development degree of creative tourism in a region or city to a certain extent.

As the first batch of excellent tourist cities in China, Guangzhou has rich tourism resources. However, from the perspective of current tourism product development, there are still problems such as relatively simple types of tourism development and similar content. Most of the products are only at the level of tourism. Many tourism products with profound historical and cultural values have not fully utilized

their tourism functions. In fact, in addition to commercial, financial, industrial, and production functions, the city can provide a large number of cultural, artistic and entertainment experiences, which is also an important reason for attracting people to come to the city. Guangzhou's Cultural and Creative Park has already had this function to a certain extent. It is only in the operation and development, and it is mostly the company's profit behavior. It has not been positioned from the perspective of tourism development and consumer tourism demand. Under the background of new urbanization, the close integration of tourism with culture and ecology and the promotion of urban tourism development and transformation are important strategies for the current and future development of Guangzhou tourism. The development of Guangzhou Cultural and Creative Park as a tourism product can not only greatly satisfy the individual needs of tourists, but also trigger the desire of the main consumer of tourism to promote the development of the cultural consumption market.

Based on the collected data, the author compiled the existing main creative parks in Guangzhou and summarized them into the following tables:

Table-1: Summary of the creative parks of the main representatives of Guangzhou

distribution area	Main park representative name	Overview
Yuexiu District	Star Square 60 Cultural and Creative Industry Park	Literary, art, office incubator base
Haizhu District	Taikokang Culture Tourism Art Creative Zone, Guangzhou TIT Creative Park, Haizhu Creative Industry Park, Zhu Beer Culture Creative Art Zone, Zhuying Cultural Creative Industry Park, Haizhu District Cultural Star City	Textile and film culture
Liwan District	Xinyi Hall, 1850 Creative Park, Fangcun Cultural and Creative Park, Christian Church Park, 922 Hongxin Creative Park, IDC Innovation and Technology Park	History and culture
Tianhe District	Red Brick Factory Creative Art District, North Shore Cultural and Creative Park, Yangcheng Creative Industry Park, Tianhe Creative Port	Art, Culture and Creative Park
Panyu District	Guangzhou Xingli Animation Game Industry Park, Golden Valley Creative Industry Park, Changlong Tourism Resort, National Digital Home Application Demonstration Industry Base, Tian'an Energy Saving Technology Park, Zhongli Creative Industry Park	Digital technology industry
Baiyun District	Baiyun Creative and Entrepreneurship Industrial Park, Baiyun Science and Technology Creative Park, Jiahe Creative Park	Developing science and technology industry
Huangpu District	Luogang National Network Game Animation Industry Development Base, Huangpu National Online Game Animation Industry Base, Changzhou International Art Fort Creative Industry Park, Guangzhou Development Zone Creative Industry Park	Development of online games animation
Zengcheng District	1978 Creative Park	Leisure and entertainment
Conghua District	Bandung Creative Park, Conghua Animation Industry Park	Development of office and animation industry

The above table is organized according to the search data by 2016.

Judging from the above development model of creative parks, Guangzhou's creative parks are mainly based on old factories and old buildings, and become the main gathering place of creative class groups. There are government-organized planning and development creative parks to develop creative tourism industry. There are also non-government non-real estate-led creative parks created by artists and creative classes or art workshops. The art creative garden has gradually developed into an important tourist destination for art tourism and creative tourism, and is favored by many tourists.

SWOT analysis of the industrial integration model of cultural creative tourism

Advantage analysis

With the rise of the old city and the rise of creative industries, the Guangzhou Municipal Government has proposed a policy of "returning two into three" (referring to industrial restructuring, narrowing the secondary industry, and developing the tertiary industry). With the vigorous development of the creative culture industry, driven the development of the creative park. As a typical product of creative culture industry, Creative Garden Exhibition is not only a physical product, but also has strong spiritual, cultural and entertainment elements [23]. At present, many cultural and artistic creative parks have emerged in Guangzhou, many of which have received the attention of the public. Appreciation of the exhibition has also become one of the many leisure activities of the citizens. According to some surveys, the Creative Garden is the most popular art space. The public can see both exhibitions and leisure activities in the Creative Park [24].

Guangzhou is located in the center of the Pearl River Delta. The development of creative industries and tourism industries are uniquely advantageous. They not only have location advantages, but also have broad market, capital and technical support, which can provide favorable development conditions for the development of creative tourism. At the same time, as the leading city of innovative city, Guangzhou is forced by land use and the "returning two into three" policy proposed by the municipal government. A large number of factories are used to transform into creative office areas, which can not only reduce the problem of urban tense land use. It can be used as a large-scale small and medium-sized creative enterprise with weak financial strength to provide office land.

Wreath analysis

At present, the creative park in Guangzhou is mainly based on the transformation of the old factory building and is applied in the office area of the emerging creative industry. From the function and location analysis, the layout and construction space of

these creative parks are relatively fixed, it is difficult to carry out large-scale engineering transformation, and it is difficult to add multiple type of technology, space and creative elements to the creative park. From the needs of tourists, it is difficult to meet the aesthetic and cultural demands of tourists with different needs. From a functional point of view, a creative park that is difficult to integrate multiple elements can easily create a creative park with similar functions, bringing aesthetic fatigue to tourists and being eliminated by the pace of social development. From the perspective of ancillary services, many creative parks in Guangzhou do not fully provide corresponding service facilities to local parks. For example, there is no public communication platform, and there is a lack of communication bridges between enterprises, which is difficult to achieve scale effect. There are also few public service facilities for tourists. For example, there are few recreational zones in the creative parks, and there are no platforms and facilities for communication with tourists. It is difficult for the creative class to communicate with the masses, so that the exchanges between the two classes are missing.

At present, most of the creative parks in Guangzhou still rely on the traditional leasing mode. A few parks generate income through exhibitions and activities, and the income source is single. The size of the rented area and the unit price of the rent have become the main factors affecting the income of the creative park. Due to urban planning, the building area is generally difficult to change, and the rent can only be raised by a certain percentage each year. The economic benefits of the creative park are difficult to achieve fission development. Therefore, creative exhibitions are difficult to develop as a form of creative tourism to attract a large number of tourists. The popularity of exhibition and festival activities in creative tourism is so low that it is difficult to produce the well-known effect of creative tourism.

Opportunity analysis

The development of creative parks in Guangzhou has entered a low-speed period and a low tide period. However, as a key national development industry, as long as we change our development ideas and dare to reform and innovate, there are still considerable prospects. At the beginning of 2014, the State Council issued the "Opinions on Promoting the Integration of Cultural Creativity and Design Services and Related Industries". The Ministry of Finance, the Ministry of Culture, and the People's Bank of China also issued the "Opinions on Deepening the Promotion of Cultural and Financial Cooperation" to promote multi-industry. Designed to promote multi-industry integration and enhance the added value of the cultural industry [25]. With the increasing demand for cultural and creative art, the leisure time of contemporary people is also increasing, providing a good opportunity

for the development of leisure and entertainment on weekends. At the same time, with the gradual improvement of Guangzhou's transportation system, the construction of light rail transportation between the Guangzhou metro and the intercity, Guangzhou will create a half-hour, intercity hour living circle in the city, thus greatly enriching the leisure of the entire Pearl River Delta. And through the policy of Guangzhou to promote creative cities and cultural and financial cooperation, the development of creative tourism has a great impetus. Therefore, major creative parks should pay attention to industrial structure and quality, abandon backward, traditional, low-value industries, and take the initiative to combine high-tech. According to the regional cultural consumption level, combined with its own advantages, it selects industries with distinctive characteristics and potential for development. At the same time, it should pay attention to the organic links between industries, actively promote the integration and development of traditional cultural industries and other strategic emerging industries, and improve the layout of the industry.

Threat analysis

The planning and development concept of Guangzhou Creative Park started relatively late. There is no unified creative garden recognition standard between the city and the district, and relevant policies and regulations have not been perfected. Due to the lack of planning, most of the parks are not clearly defined. Blind policies, projects, homogenization, and bubble are serious. Repeated construction has resulted in scattered resources. On the other hand, the development of government policies and creative parks faces demolition problems. Urban development and government planning land use have become obstacles to the development of many creative parks in Guangzhou. The market interests of government-led development in different periods are different. Different government leaders have different policies for the development of creative tourism. When these are inconsistent with the interests of creative parks, the development of creative parks will face the threat of demolition. The development of creative tourism will also be limited [26]. The typical case - the red factory demolition problem, until now the government and artists still agree. Since 2009, the Red Factory has moved from the artists to the Red Factory. The Red Factory has developed into an ideal center for artists and designers. It attracts a large number of tourists through exhibitions and gradually develops into a serious and chic leisure space for Guangzhou citizens. Develop creative tourism to open the way. In 2013, it was the integration of investors to formulate new plans to include the site in the construction of "Guangzhou International Financial City". The fate of the red factory is still unresolved. From this point of view, the development of creative tourism should be based on the government's implementation of policies to finalize

negotiations, to avoid the land demolition caused by urban planning, the fate of demolition.

Development strategies and recommendations

Received support from the government tourism department

The development of cultural and creative tourism is difficult to form a climate solely by market behavior, and it is necessary for the government, especially the tourism related departments, to provide guidance. At present, Guangzhou is building a creative capital, and the cultural and creative industries are developing rapidly. The relevant government departments have given strong support in policy guidance, system innovation, and financial support. This has created a good foundation for the development of cultural and creative tourism. Tourism related departments should seize the opportunity to promote the good connection between tourism and cultural and creative industries, provide guidance and help for the integration of tourism resources, product creation, publicity and marketing of cultural and creative parks, and promote the development of cultural and creative tourism in Guangzhou.

Unified planning, clear theme function

Do a good planning first before developing creative tourism. The Guangzhou Cultural and Creative Park covers a wide range of industries, and its establishment model and development path are different. In the development of tourism, we must objectively analyze and unify planning, systematically sort out and explore the resources of tourism development in each park, and focus on the parks with strong tourism attractions. At the same time, combined with the advantages and characteristics of each park, it is misplaced. Promote orderly, form a series, avoid the "one swarm" type of development, while avoiding the situation that the tourism products are similar and the differences are not obvious.

Actively learn from domestic and foreign advanced experience

In recent years, some foreign countries with more mature creative industries such as the United States, France, the United Kingdom, Germany, South Korea, Japan, Singapore, etc., have attracted a large number of tourists to visit, experience and exchange because of the characteristic creative industrial park formed by industrial agglomeration. Some cultural and creative parks in Beijing, Shanghai and other cities have become a new business card or symbol of urban tourism. For example, Beijing 798 Art District has become the home base of Chinese contemporary art, and it is also a must for many tourists from home and abroad to travel to Beijing Ground. Under the enthusiasm of all countries to vigorously develop cultural and creative industries, we should actively

learn from the successful experience of tourism development at home and abroad, and combine the advantages of Guangzhou to get out of the Guangzhou model or Guangzhou.

Auxiliary service facilities to improve tourism elements

The development of creative tourism, in which the improvement of tourism products, is inseparable from the supporting development of the six elements of "food, housing, travel, tourism, purchase and entertainment". Guangzhou Cultural Industry Park should consider these factors in tourism development, and provide comprehensive facilities and services in tourism transportation, service facilities, information identification, and tourism commodities to effectively meet the needs of tourists. However, it is worth noting that it is not required that all industrial parks must be equipped with tourism elements. Tourism enterprises should form a certain coupling with related enterprises in the park. When setting the layout, they should choose around the theme of the park, for example, and in terms of visiting and entertainment, etc., a tourism product design room that visitors can visit is established. Visitors can purchase travel goods on the spot and communicate with designers to reflect the creative culture atmosphere, instead of spreading blindly rise of the number of tourists and the growth of consumer income.

Avoid excessive commercialization

In the development of creative tourism, cultural and creative parks attract many tourists, but the most important thing is their own cultural and artistic characteristics. At present, most of the cultural and creative parks in Guangzhou have a strong commercial flavor, and it is not really focused on activating creativity. In the development of tourism, we must recognize that culture is the inexhaustible motive force for the development of creative parks. We must not rush to seek success. We must recognize the advantages and disadvantages of industrial integration, create a commercial development model, and lose the real development. At the same time, it is necessary to deal with the relationship between tourists and artists and creators who have settled in the park, to avoid conflicts or contradictions, and to destroy the creative space of artists only to cater to the tastes of tourists.

Support creative class and cultivate talents

The development of any industry is inseparable from talents, especially high-end talents, and cultural and creative tourism is even more so, because consumers of cultural tourism products generally have a higher level of education. The development of Guangzhou Cultural and Creative Park needs to gather cultural and creative tourism talents. This is a systematic project that requires cooperation from the government, education, and enterprises. The government should attract and gather high-end cultural

and creative tourism talents at home and abroad by constructing the creative environment of Guangzhou city and establishing incentive mechanism for creative talents. From the educational level, Guangzhou's qualified colleges and universities can vigorously develop specialized education for creative industry; establish a cluster of creative industries, and at the same time increase contact with various industrial parks to promote school-enterprise cooperation. As a company, we must pay full attention to it and create and build a good and easy creative environment and platform for talents.

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