

Analysis on the Mechanism of Cultural Tourism Industry Integration from the Perspective of Industrial Integration

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DOI: [10.36347/sjebm.2019.v06i04.001](https://doi.org/10.36347/sjebm.2019.v06i04.001)

| Received: 15.03.2019 | Accepted: 06.04.2019 | Published: 30.04.2019

Abstract

Original Research Article

Under the wave of industrial integration, the integration of cultural tourism industry also shows its upward trend. Take the Wanda Cultural Tourism Town as an example to explore the mechanism of cultural industry integration. Driven by the changes in demand in the tourism market and the chasing of interests by enterprises, the Wanda Cultural Tourism Town presents the characteristics of cultural tourism industry integration from resources, markets, technologies and functions. It is a developmental and experiential cultural tourism industry integration model, and has become a representative cultural tourism project in the current cultural tourism industry.

Keywords: Industrial integration; cultural tourism industry; Wanda Cultural Tourism Town.

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INTRODUCTION

Industrial integration has become one of the waves of world economic development, and the high correlation of tourism industry has also shown a strong integration momentum. The integration of tourism industry with agriculture, industry and various industries within the tertiary industry has drawn the attention of industry and academia. The integration of cultural industry and tourism industry is an important part of industrial integration. The integration mechanism consisting of integration path, integration mode and integration power is worth further exploration. Forming a deep understanding of the integration of cultural tourism industry will help future industry-related corporate strategy. The implementation of the academic field can further promote the development of the theory and form a more complete theoretical system.

LITERATURE REVIEW

As one of the characteristics and trends of modern industrial development, industrial integration has received more and more attention in practice and academic fields. Related research has not only been limited to the early information and communication field, but has expanded to a wider range of industries, conducted more in-depth research, and formed a series of results. It mainly focuses on the connotation, type, motivation and significance of industrial integration from the perspectives of technology, products, enterprises, markets and systems. Although domestic

and foreign scholars have different definitions of industrial integration, their basic connotations mainly refer to the economic phenomena of cross-industry, mutual penetration, mutual integration, and industrial boundary blurring in different industries or different industries within the same industry [1]. With the development of social economy, the scope of industrial integration has been expanding, and the phenomenon of industrial integration in the tertiary industry has become more and more prominent. The development of tourism has a significant role in promoting the growth of the tertiary industry [2], and its role in the tertiary industry is becoming more and more important. As an important part of the tertiary industry, the tourism industry integrates tourism industry integration in the industry. And the academic community has also caused a lot of attention.

Research on tourism industry integration mainly focuses on the concept, path, model and main body of tourism industry integration. In the concept of tourism industry integration, Xu Hong and Fan Qing defined it from the perspective of system theory, pointing out that tourism industry integration is in the open tourism industry system, and the transformation of the various elements that make up the industrial system in the process of diffusion leads to the process of competition, collaboration and common evolution between different industrial elements to form an emerging industry [3]. Tianli believes that the integration of tourism industry is a product of social and economic development to a certain stage, and it is an

inevitable phenomenon that occurs along with the continuous development of tourism and society. The tourism industry integration path refers to the systematic way of integrating tourism industry, that is, the methods and approaches adopted by the tourism industry [4]. Scholars have proposed a path for the integration of tourism industry from different perspectives. From the content aspect, there are paths such as resource integration, technology integration, market integration and functional integration [1]. From the perspective of hierarchy, there are three paths: basic level integration, improved level integration, and support level integration. From the aspect of power, there are paths such as active integration, passive integration, and interactive integration [5]. Regarding the mode of industrial integration, according to the form presented during its integration, it can be divided into three modes: cross-industry integration, mixed industry integration and entrepreneurial integration. Cross-industry integration refers to the integration mode between tourism industry and other industries. Mixed industry refers to the integration mode of industry and elements within the tourism industry. Entrepreneurial integration refers to the integration mode of infiltration, restructuring and innovation to create new formats [4]. Involved in the research on the integration of tourism industry, some scholars believe that in the integration of tourism industry, the government is an important promoter, and enterprises are the real subject of integration [6]. The tourism industry and the cultural industry have the basic conditions of industrial integration, such as natural coupling, complementarity and mutual benefit, and internal and external factors [7]. Shao Jinping started from the essence of culture and tourism, and believed that the cultural tourism industry is a comprehensive industry based on culture and tourism [8]. Zhang Haiyan *et al.* believe that the organic integration of the tourism industry and the cultural industry is driven by and guided by the driving factors inside and outside the industry, optimizing resource allocation and industrial organization, thus forming a new industry with dual functions of tourism and culture [9]. Whether tourism operators make reasonable creativity, refinement and design of existing tourism resources is an important factor influencing the competitiveness of cultural tourism [10]. The

mechanism research mainly focuses on the theoretical discussion of the concept, type, basis and mechanism of cultural tourism industry integration; the path research focuses on the realization method and concrete steps of the integration of various elements in the cultural tourism industry integration; the model research is the path Refining, summarizing, and summarizing the more mature, replicable models in the study [11]. Huang Xijia constructed the “Trinity” tourism and cultural industry integration mechanism, including the integration path, integration mode and integration power. This article will use this as the main framework, combined with the Wanda Cultural Tourism Town project to explore.

RESEARCH SUBJECTS

The layout of Wanda Group in the cultural tourism industry in recent years has shown its strategic ambitions. It can be seen that it is urgently transformed into a cultural tourism group with cultural tourism industry as its main income. Since 2009, Wanda has invested in the construction of seven Wanda Cultural Tourism Town, mainly in Wuhan, Hefei, Nanchang, Wuxi, Chengdu and Guangzhou. It is estimated that by 2020, the number of Wanda Cultural Tourism Town will be 20. Wanda Cultural Tourism Town project mainly includes super large Wanda Mao, large outdoor theme park, top stage show, hotel group, bar street and so on. Wandamao is all indoor projects, completely solving the impact of climate on amusement. The area where the Wanda Cultural Tourism Town is planned and constructed depends on the local mature tourism resources, and some rely on the culture with local characteristics. Combine Wanda Real Estate and Technology to carry out new integration and creation, meet the needs of tourists, and promote the transformation of cultural tourism industry into the cultural tourism industry. This paper will start from the cultural tourism industry integration mechanism, combined with the Wanda Cultural Tourism Town project, focusing on the path, mode and motivation of cultural tourism integration in tourism industry integration. The contents of Wanda Cultural Tourism Town project are shown in Table 1.

Table-1: The Information Research Objects

Project	Area	Total Investment	Main Content
Wuhan Central Cultural District	The planned area of the project is 1.8 square kilometers and the total construction area is 3.4 million square meters.	50 billion yuan	A culturally-oriented, world-class cultural tourism project that combines tourism, business, business and residential functions.
Changbai Mountain International Resort	Covering an area of 21 square kilometers, including construction land of 11.5 square kilometers	23 billion yuan	It consists of large ski resorts, forest golf, resort hotels, tourist towns, etc.
Xishuangbanna International Resort	Covering an area of 6 square kilometers	16 billion yuan	It consists of theme park, resort hotel area, YuShow Theater, commercial center, and top three hospitals.
Nanchang Wanda Cultural Tourism Town	Covering an area of 160 hectares with a total construction area of 800,000 square meters	21 billion yuan	Planning for Wanda Mao, outdoor theme park, hotel group, Binhu Bar Street, etc.
Hefei Wanda Cultural Tourism Town	Covering an area of 100 hectares with a total construction area of 900,000 square meters	19 billion yuan	Planning for Wanda Mao, outdoor theme park, stage show, hotel group, bar street, etc.
Qingdao Oriental Film Capital	Covers an area of 3.76 million square meters and a total construction area of 5.4 million square meters	30 billion yuan	Including film and television industry park, film and television exhibition center, stage show, Wanda Mao, resort hotel group, yacht club, Binhai Bar Street, international schools, international hospitals, etc.
Harbin Wanda Cultural Tourism Town	Covering an area of 80 hectares with a total construction area of 900,000 square meters	20 billion yuan	Planning for Wanda Mao, outdoor theme parks, hotel groups, show venues, etc.
Wuxi Wanda Cultural Tourism Town	Covering an area of 200 hectares with a total construction area of 3.4 million square meters	21 billion yuan	Planning for Wanda Mao, outdoor theme park, stage show, hotel group, bar street, etc.
Guangzhou Wanda Cultural Tourism Town	Covering an area of 154 hectares with a total construction area of 3.8 million square meters	50 billion yuan	Planning for Wanda Mao, outdoor theme park, stage show, hotel group, bar street, etc.
Chengdu Wanda Cultural Tourism Town	Covering an area of 310 hectares with a total construction area of 5 million square meters	55 billion yuan	Planning for Wanda Mao, outdoor theme park, stage show, hotel group, Binjiang Bar Street, etc.

Cultural Tourism Industry Integration Mechanism The Path of Cultural Tourism Integration Resource Integration

As an important part of tourism, tourism resources provide a large space for excavation and

utilization of cultural industries. Rooted in tourism resources, tourism resources can greatly enrich the expression of cultural industries and enrich the content of cultural industry products. The Changbai Mountain International Resort and Xishuangbanna Resort in the

Wanda Cultural Tourism Town Project are distributed in traditional tourist areas and have certain tourism resources such as snow and ice landscapes and tropical rain forest landscapes. Changbai Mountain is located in the Manchu culture and the Goguryeo culture. Xishuangbanna is located in the Yi culture, and its distinctive ethnic customs have greatly enhanced the tourist attraction. Wanda Cultural Tourism Project integrates local customs in these areas, compiling stage shows with local customs, such as “Dai show”, and performing in “Dai show Theater”, which greatly meets the needs of tourists and improves the satisfaction of tourists.

Market Integration

Cultural tourism industrialization is the industrialization development and utilization of cultural tourism resources according to the needs of the tourism market, the enterprise transformation of the cultural tourism industry, and the degree of market recognition of enterprises or business organizations with the same attributes [12]. As the largest cultural enterprise in China, Wanda Cultural Industry Group's tourism and film holdings involve stage performances and movie parks. The Wanda Cultural Tourism Town project is based on the needs of tourists and, based on market orientation, forms a cultural tourism project that is compatible with the market. Take the Wanda Cultural Tourism Town in Hefei and Wuxi as an example. The residents in these two cities are not lacking in tourism motivation and corresponding financial support [13], mainly lacking exciting short-distance tourist destinations. The Wanda Cultural Tourism Town project not only caters to the needs of urban residents, but also guides the market to a certain extent, leading consumers to upgrade their tourism experience and tourism consumption.

Technology Integration

Innovation has become an important connection point between culture and tourism, and technology has become the key to the integration of cultural industry and tourism industry. While continuously utilizing the innovation opportunities created by product integration to gain competitive advantage, enterprises are also promoting the continuous development of the industry [14]. In the Wanda Cultural Tourism Town project, the construction of theme parks embodies this point. Wanda Theme Park is based on traditional Chinese regional culture or stories, using modern science and technology, rides and multi-level elements to integrate entertainment, leisure elements and service reception facilities. By cooperating with the world's leading technology companies, we ensure that the cultural facilities of each cultural tourism project are different and have independent intellectual property rights. Among them, the movie park combines high-tech entertainment equipment, theme culture packaging, intelligent special effects devices, computer control systems and other

innovative means to bring visitors to the world of realistic stereoscopic movies, and get an immersive experience, such as Nanchang. The “Porcelain Dream Jiangxi” in the movie park shows the development of porcelain and its Chinese charm with sound, light and electricity.

Function Integration

Culture can increase knowledge, enrich the spiritual world of people, and bring spiritual enjoyment. Tourism can increase people's knowledge and broaden people's horizons. The edification of literature and art can enhance the individual's aesthetic level. The combination of culture and tourism can add more forms to the leisure activities of tourists and gain a deeper level of tourism enjoyment. The Chinese leisure philosophy is actually a kind of survival wisdom of the Chinese, or a happy philosophy that ancient Chinese philosophers taught people to pursue spiritual freedom under limited conditions and enjoy the joy of life [15]. The reason why Chinese traditional culture can maintain its vitality for thousands of years is due to its inherent innovative function [16]. In the Wanda Cultural Tourism Town project, Wuhan's “Han Show” and Xishuangbanna's “Yu Show” combine Chinese traditional culture and national culture to give visitors a literary and artistic enjoyment. The theme of “Hui Culture”, which will be launched in the future by Hefei Cultural Tourism Town, will also enrich the short-distance travel itinerary of tourists from the spirit of Huizhou merchants and the cohesiveness of clan. In general, the integration of cultural functions and tourism functions has become an important path for the development of the Wanda Cultural Tourism Town project. In the practice of tourism new business development, the various integration paths are not isolated from each other, but have interactions, and sometimes even the result of multi-path advancement. Only a certain aspect is dominant and its role is more prominent [1]. In the Wanda Cultural Tourism Town project, multi-paths are intertwined and interacted to promote the integration of Wanda cultural tourism industry and enhance the competitiveness of enterprises.

The Mode of Cultural Tourism Integration

Combined with the existence and utilization of cultural resources, there are four modes of tourism, cultural, and cultural integration: development, experience, reproduction and creativity [17]. The Wanda Cultural Tourism Town project is currently mainly characterized by development and experience. From a multi-faceted perspective, it integrates modern high-tech elements and deeply exploits and reuses cultural and historical resources. Taking “Han Show” as an example, the Hanshow stage has a seat for the audience who can move, rotate and lift. It can fly the moving LED giant screen and the stage performance pool with an area of 1,220 square meters. It is the essence of the Han, Chu and Wuhan cultures. In

addition to cultural performances, Wanda Cultural Tourism Town has also designed many experiential projects to meet the needs of tourists. Take Wanda Qingdao Oriental Cinema as an example. Visitors can experience a series of processes such as film framing, shooting, and production. During the tour, visitors are not limited to cultural performances, but they can also participate and enhance their experience. The highest level of experience, the best experience, is the relentless pursuit of every traveler [18]. Wanda Cultural Tourism Town provides a large degree of participation in the pursuit of high-level experience, while pleasure, novelty and participation have a significant positive impact on the reproducibility of tourism experience memory [19]. Visitors' resilience to the experience memory of Wanda Cultural Tourism Town is enhanced. In the future tourism process, the choice of Wanda's cultural tourism town in other cities is enhanced, which drives the nationwide linkage of Wanda Cultural Tourism Town and increases the cultural tourism Town's overall influence. In the future, with the construction and development of Wanda Cultural Tourism Town, in the choice of fusion mode, there will be more intertwined and creative integration modes to promote the further integration of cultural tourism town.

The Impetus of Cultural Tourism Integration Mode

The changes in tourism market demand and the pursuit of interests by enterprises are the driving force behind the integration of tourism industry. The advancement of science and technology is the driving force for the integration of tourism industry [20]. The demand for tourism market is not limited to sightseeing. With the continuous improvement of people's living standards and aesthetic level, the diversified tourism demand such as leisure vacation and in-depth tourism has become a new growth point of tourism, catering to the individuality and diversity of tourists. The demand for tourism has enabled tourism and cultural industries to promote their own integration and create cultural tourism products with richer content and more forms.

The Wanda Cultural Tourism Town project itself and its contents such as cultural performances, movie parks, theme parks, etc. directly confirm this. The pursuit of interests by enterprises also constitutes the driving force for the integration of cultural tourism industry. Wanda Group gradually transformed from real estate developers to cultural tourism groups. Its strategic layout and ambitions can be seen, gradually reducing the proportion of real estate business and increasing cultural tourism industry projects. The proportion of cultural tourism industry revenue increased. In the process of completing its strategic layout in Wanda Cultural Tourism Town, the help of science and technology is enormous. In the Wanda Cultural Tourism Town project, theme parks, movie parks, cultural performances and other links require a large number of complex high-end scientific and technological means to support. The theme park's amusement equipment cooperates with world-renowned amusement equipment manufacturers. Intellectual property rights ensure that every ride has a different look and enhances the visitor's novelty. In the atmosphere to create hair, the use of sound and light technology, to create a dream stage, from the visual, auditory, tactile and other sensory perspectives to impress visitors, enhance the visitor experience and memory. Looking back on the development of theme parks, from simply copying well-known landscapes for tourists to seeing today, creating a dreamlike atmosphere allows visitors to gain a spiritual level of travel experience. The advancement of science and technology is an effective driving force for the integration of tourism industry. Wanda Cultural Tourism Town takes the change of market demand and the pursuit of interests as the driving force. Science and technology are the driving force. The culture and tourism industry are effectively integrated, enriching the contents of the cultural industry and tourism industry, and providing the future cultural tourism industry integration.

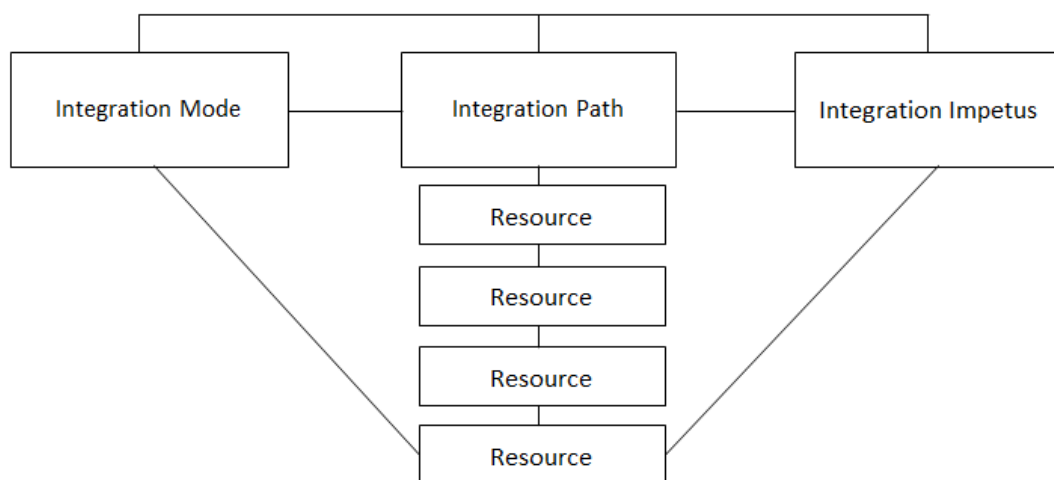


Fig-1: The Mechanism of Cultural Tourism Industry Integration

CONCLUSION AND DISCUSSION

Driven by the changes in demand in the tourism market and the chasing of interests by enterprises, the Wanda Cultural Tourism Town presents the characteristics of cultural tourism industry integration from resources, markets, technologies and functions. Expressed as a developmental and experiential cultural tourism industry integration mode, become a representative cultural tourism project in the current cultural tourism industry. In the future development process, it should also clarify the mechanism of industrial integration, understand the characteristics of cultural tourism industry integration, combine the development stage, accurately locate itself and judge possible problems in the future and make timely response strategies. Enterprises will develop better, achieve corporate development goals, and make more beneficial contributions to the cultural tourism industry. In addition, this paper has not discussed the problems existing in the integration of cultural tourism industry. In the future research, we can pay more attention to the existing problems and make further research and guidance on the countermeasures and development direction.

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