

Celebrity Effect and the Tourism Synergetic Development of Chengdu-Chongqing Twin Cities Economic Circle

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Abstract: The positive relationship between culture and tourism has attracted significant attention from researchers as well as governments in the world. This paper first analyzes the significance of Du Fu to the tourism development in Chengdu as well as the current situation of Chongqing's tourism industry. Subsequently, it puts forward a series of improvement plans in response to the existing problems. Also, this paper highlights the potential role of technology as a key vehicle for promoting a strong tourism brand in Chongqing. Then it highlights the advantages of promoting the synergetic development of Chengdu-Chongqing Economic Circle and concludes with propositions of coordinated development.

Keywords: Cultural tourism, Du Fu, Chengdu-Chongqing Twin Cities Economic Circle

1. Introduction

As an emerging driver of economic development, culture plays an increasingly vital role in international competition and is the key to enhancing a country's cultural influence and national image. In China, the role of cultural industry has been intensified in recent decades, and now occupies an important place in the national economy. Realizing the significance of culture in economic development, a great many provinces and cities proposed their plans and goals, making supportive policies to boost cultural industry, hoping to secure an advantageous position. After years of effort, remarkable works of cultural infrastructure construction have been done in Sichuan and Chongqing, with various signs of progresses of tourism industries, such as the unique regional brand, cultural exhibition, celebrity tourism.

However, compared with other developed countries, China's progress in cultural tourism starts late and its limitations of relatively small-scale service may hinder the industry's advancement in the integration with other fields. Besides, the practical details of cultural tourism are not perfect, either. In other words, culture has not been fully applied and integrated into practical tourism activities, resulting in some destinations being merely concern about the artificial landscape. Additionally, when developing the tourist industry, some cities have established brands based on their endowed natural resources, putting their attention on the utilization of natural advantages; unfortunately, many of them had for years been falling into a single income stream, which was aroused by the ignorance of its wealth of cultural resources and the significance of its local culture.

When it comes to literature, the relationship between regional culture and poetry has attracted significant attention from researchers as the relevant studies going increasingly in-depth over the decades. A lot of work and efforts had been done to dig deeper and have made important progress in Ba-Shu (Sichuan-Chongqing) literature in the Tang dynasty, particularly the research concerning Du Fu. And Peng Ju highlighted the relationship between regional culture and poems and shed light on its potential impact on modern tourism in China.

Simultaneously, exploring and utilizing influential celebrity culture to its best advantage is indispensable to build strong cultural tourism brands and exploit resources more efficiently, doing more with less. The influence of regional culture on historical celebrities has a great impact on developing

cultural tourism in the Chengdu-Chongqing Area, especially on literary tourism, which provides increasing cultural, educational, and economic benefits for local communities and residents. However, its importance did not draw much attention from academic research, leaving the advantages of unique cultural resources insufficiently developed. Despite the substantial results yielded by previous studies which concerned more about the general situation of whole industry among the country, there is a lack of research that puts its focus on specific areas or cities, with more details and in-depth perspective. In general, cultural tourism in Sichuan-Chongqing region is still in its early stage, while in terms of its economic and cultural conditions, the total amount of resource utilization is still being moderate, and cultural tourism only occupies a subdominant position in the whole. Nonetheless, the focus of this paper, cultural tourism, shows promising prospects and has good development opportunities.

As the soul of a city, culture is dynamic and vigorous, and regional culture has a significant impact on local tourism. More than half of the cultural destinations in China are associated with ancient celebrities and their literary works. Cultural celebrities and classic literary works not only help destinations increase their cultural influence, but also give them a wealth of cultural information and advertise sites without any charge. Marking celebrities or their works as the starting point, a lot of attractions became world-renowned and achieved commercial success, such as the Pavilion of Prince Teng, Yueyang Tower, Yellow Crane Tower, and Du Fu Thatched Cottage Museum. Simultaneously, celebrity culture embodies historical, social, and cultural characteristics of a particular region, with complex and comprehensive nature, attracting people who may be admirers or general tourists. In addition to the economic significance of culture, it also has a profound impact on literary creation, such as the reflection of Ba-Shu culture in poems. In the Tang Dynasty, Chengdu was once regarded as the second richest city in ancient China, and many people who came from the Central Plains after the rebellion also contributed greatly to its economic and civilized development, at the same time, enhancing the spirit of inclusiveness in local culture. No doubt that culture will have a great influence on literary creation in a particular region, therefore, in such a wonderful and peaceful circumstance, a lot of literary works written in Chengdu were filled with the writers' joyful lives and colorful daily activities.

As mentioned above, culture is deeply rooted in cities, and it can be contagious by changing a poet's writing style and his attitude towards life. Du fu once lived in Chengdu and Chongqing, respectively, and his changes bore witness to this phenomenon. Put it another way, the regional culture of Ba-Shu has reshaped the poet's style and content even having an impact on his personality. During his whole life, Du Fu was living in depression and poverty. However, he was recognized as the greatest poet in China's history by later generations. This significance not only lies in literature but also in his indispensable role in Chinese culture. Therefore, we need to understand him from a broader cultural perspective rather than just poetry and literature.

According to Zaozhuang Zeng, Du Fu wrote a lot of poems throughout his life, but the decade after entering ancient Sichuan is said to be the golden period of his writing, during which he wrote two-thirds of all his extant poems. Du fu's poems were developed under the siege of the unique natural landscape, local customs and friendly residents in Ba-Shu region. During his stay in Chengdu, the Thatched Cottage provided him with a relatively stable living environment, and Du Fu's writing has also undergone noticeable changes, adding a new style of leisure and joy. Many pastoral scene poems express his joys of the time, as he wrote in "Strolling Alone by the Riverside, Looking for Flowers: Seven Quatrains",

Flowers full of the path,
So many posies heavy their branches
In the garden of Huangsiniang's
Butterflies dance between them
Orioles sing freely upon them
In the garden of Huangsiniang's

Guizhou, where Du Fu lived in his later years, had steep mountains, turbulent rivers, magnificent natural scenery, plentiful cultural resources as well as unique customs, all of which became the inspiration for his poems; these also made his content richer, involving a range of things, from natural scenery, customs, the narration of daily life, to the celebration of historical heritages, or concerns about the future of his country.

The study is intended to summarize the influence of culture on Du Fu's poems and emphasize the significance of culture on tourism. This followed by Du Fu's effect on the development of tourism in

Chengdu. Furthermore, based on the analysis of the present situation of cultural tourism development in Chongqing, this paper then discusses the viability of advancing cultural tourism in Chongqing, and probes into several feasible ways for officials as well as managers to ameliorate policies, promote branding, develop marketing strategies, and optimize cultural tourism resources.

2. Du Fu's Significance and Value to Chengdu Cultural Tourism Industry

2.1. Historical Significance

Du Fu has already been deeply ingrained into Chinese minds and his poems are recognized as masterpieces in the Chinese poetry culture. Poetry now serves as a crucial part of Chinese traditions and customs, playing an important role in Chinese life, and it is used as a means to develop a deeper understanding of Chinese culture. Linardaki and Aslanides argued that poetry may offer a "cross-platform" for tourists and destinations to communicate, at the same time, acting as a unique window to understand regional culture through its distinctive characteristics. Indeed, Du Fu Thatched Cottage is also of great value in artistic viewing. These landscapes could provide an opportunity for visitors who come to remember history and express their nostalgia for ancient times. Additionally, culture acts as an initial travel motivator and brings economic revenues for the destinations. When developing tourism, Du Fu Thatched Cottage uses cultural resources, which are regarded as a vehicle to facilitate heritage development and have a positive impact on local economic, social, and cultural development, as its key means. Also, Herbert believed historical celebrities perform a function in education, and visitors who have some prior knowledge of Du Fu and his poems could broaden their horizons and enhance their understanding of the great poet by reading the introductory booklet, listening to the guide's explanation, and participating in activities.

2.2. Academic Significance

Du Fu Thatched Cottage is located near Huan Huaxi Wetland Park. Du Fu has lived there for nearly four years, during which he wrote more than 240 poems and left numerous poetry memories. After renovation and expansion of the past dynasties, Du Fu Thatched Cottage has now combined the memorial ancestral hall and the poet's former residence with an elegant style and covering around 200,000 square meters. In 1952, it was officially opened to the public and was listed in the first batch of key cultural relics protection units in 1961.

From the perspective of poetry research, Du Fu Thatched Cottage can be said as a sacred place for Chinese poetry culture. So far, it is the largest, best-preserved, most distinctive poetry memorial of Du Fu in China. Every year, millions of people from all over the world come to visit. Culturally, the poet has left a great number of cultural heritages and associated resources in Chengdu, which now provides a critical prerequisite for the city to do in-depth works. Additionally, researchers in Chengdu have a tremendous interest in studying Du Fu's poetry, and the government is ambitious to construct a comprehensive model, with Du Fu literary research as the theoretical back, building Chengdu a poetry city. Sichuan Society of Du Fu also regularly carries out academic activities, dedicated to promoting further studies about the poet. With the purpose of looking deep into Du Fu and his poems, the scholars have built up a specific magazine, *Journal of Du Fu Studies*, publishing academic research concerning Du Fu. By doing approaches discussed above, Chengdu now has become one of the research bases about Du Fu in China. Over the past few years, the government of Chengdu also developed and reconstructed the Thatched Cottage Academy, hoping it could be the China Poetry Education Promotion Center, the Du Fu Poetry Literature Collection Center, and the National Poetry Culture Center in the future. It would be another cultural landmark in Chengdu after the "Du Fu Poems Monument" and infuse vigor into the city, helping it to create the "City of Poetry" brand.

Currently, it has been renowned throughout the nation, for the government of Chengdu as well as the destination did a lot to reconstruct, protect, encourage research, and promote the destination. Fortunately, their efforts were worthy, carrying great weight to the public image of Du Fu Thatched Cottage.

2.3. Celebrity Effect

Numerous studies have shown a correlation between celebrity effect and customer's self - connection. In the context of tourism, self-brand connections can also occur between tourists and a destination. Escalas believed that heritage sites equipped with celebrity culture could gain more attention and attract

visitors who identify themselves with the celebrity's characters, thus a positive relationship can be developed. Simply put, tourists may visit a city or destination which applies celebrity effects as their promotional tool. And the work of Du Fu Thatched Cottage is a great illustration of the celebrity effect. Through the excavation and utility of celebrity culture, Du Fu Thatched Cottage created a harmonious atmosphere, so that visitors could enjoy the cultural landscape and understand the spiritual world of Du Fu. Walking on the same land Du Fu once lived, following the poet's footprints, and imagining his situations, such an experience offers visitors a chance to express their nostalgia and visit the place associated with the poet, as well as to participate and enhance involvement. Poetry helps tourists connect with the past and develop a sense of continuity and social connection, during which they may improve their understanding of the landscape by reciting famous poems. This experience also meets the tourists' expectations of learning and improving their understanding of the poets. Thus, tourists would identify themselves as more familiar and receptive to destinations since they really participated in activities and learned something deeper while visiting Du Fu Thatched Cottage. Subsequently, the self-connection could make them positively inclined to spread positive word-of-mouth about the destination. Additionally, people who visit Du Fu Thatched Cottage are not limited to literary pilgrims, but also a great number of general tourists. As Herbert puts it, a literary site could be a stopping point in the whole tourism route or travel plan. Indeed, these tourists have an interest in the poet, and most of them feel they have learned something after the visit. The concentrations of scenic sites around Du Fu Thatched Cottage such as Huan Huaxi Wetland Park, Qingyang Palace, Chengdu Museum, Wu Hou Shrine of Chengdu, Wide and Narrow Lanes, and Chengdu people's Park, also occupy an important position in visitors' travel decisions.

2.4. Branding

With consumers' self - connection, building a strong brand can be a reality. As a significant clue to cultural tourism, branding should not be ignored in any study concerning this tourism. Provided that a destination is short of clear images and brands attractions, it could possibly meet failure in the fierce competition among the tourism industry. Fortunately, with self-connection, tourists would be subject to recognize the destination brand and destination brands would serve as primary attractors when people make travel plans. Taking Chengdu as an example, the government attached great importance to those cultural heritage destinations like Du Fu Thatched Cottage and has spared no effort to develop and promote them. By embedding culture in every corner of the city, the city makes tourists able to see and feel the changes taking place in Chengdu, from Sanxingdui to Tianfu New Area, making the city imbued with ancient culture and innovative creativity. The success of its tourism is that once tourists come to Chengdu, the culture of poetry can be seen almost everywhere, like billboards on the street, with famous quotes about how wonderful the city is, and how friendly local people are, poems carved on stones or walls and sculptures of famous poets. By applying applicable measures like distinct design, colorful activities, marketing promotion, Du Fu Thatched Cottage used its brand as an effective tool for promoting which gives people a clear image of what it is and that is crucial for marketing when there are numerous rivals on the table.

3. Current Development Situation of Tourism in Chongqing and The Construction Of New Tourist Area

Although a lot of studies concerning tourism in Chongqing have been conducted, there remains a lack of plans for understanding the significance of cultural tourism, developing cultural destinations, and fully utilizing cultural resources and heritage. And this sector is intended to analyze the current situation of tourism development in Chongqing and provide some propositions to resolve existing problems.

3.1. Current Situation and Existing Problems

First and foremost, Chongqing is a national famous historical and cultural city, and one of the cities equipped with the most abundant cultural resources in southwest China. It has diverse tourism forms, to name a few, the historical culture which includes immigrant culture, anti-Japanese culture, Hongyan Spirit, and poetry culture; natural landscape viewing, which is the most fully developed one in its industry; unique regional cultures like local customs and stone engravings. These unique cultures have laid a solid foundation and served as the drivers for the development of Chongqing's cultural industry, and can be said to be the treasure trove for creating tourism products. Therefore, the key to promoting the development of Chongqing's cultural industry is to dig deep into the unique cultural resources, accelerate the localization of tourism industry, establish Chongqing's cultural industry brand, and form an industry

chain with a considerable scale. These approaches may also be an effective guarantee to achieve future sustainable development in Chongqing.

In the past, Chongqing had some shortcomings in the structure of the cultural industry, didn't realize the significance of cultural tourism and poetry culture in the whole tourism industry. In other words, unreasonable industrial structure resulted in the fact that natural scenic viewing greatly outnumbers cultural tours. Besides, the value-added tourism industry only accounts for a minor proportion of the regional GDP and its development is still in the early stage, compared with other provinces and cities in China. By comparison with its neighbor, Chengdu, Chongqing seemed to fail to investigate deeply and sift through its tourism resources and the research regarding the development of current situation and details remained insufficient. When planning the formulation of industry development, despite the clear directions and objectives, the practical implementation of specific projects was of much less efficient compared with its neighbor city. Secondly, the types of cultural products in Chongqing tourism are relatively monotonous and mainly give priority to sightseeing. Those tourism activities still lack cultural connotations, resulting in the low involvement of tourists. Simultaneously, the cultural creation is not in line with its rich resources. Despite its rich cultural resources, there are few renowned local cultural works. Furthermore, the sustainable agglomeration has not been fully developed, with advantageous resources being dispersed. The lack of integration within the industry makes it difficult to achieve economies of scale combined with the absence of relevant industrial parks which therefore hinders the development of the tourist industry.

3.2. Propositions and practical Significance

To understand the development of the tourism industry in Chongqing, the influence of culture should be taken into account. Through regional cooperation, the various cultural industries in the city could be combined and develop a joint cultural brand. Despite the growing role of cultural resources in exerting a positive influence on tourism, not much has been done to promote literary tourism in Chongqing. On the basis of existing problems and publications, several propositions have been developed.

3.2.1. Rebuild Literary Heritage

Historical celebrity culture infuses vigor and vitality into a cultural destination. Without the full exploration of cultural resources, it would not only damage visit passion but keep tourists away. Therefore, digging deeper into the cultural connotation while developing tourism is the only way to create popular and competitive tourism products and catch the eye of tourists. From the work of developing tourism in Chengdu, it can be seen that the structure of tourism should be shifted to cultural tourism. Due to the increasing complexity of the tourist industry, government management is also of great importance. In order to effectively implement the plan, the structure should be adjusted, and learning from other cities' experiences should be brought forward as Tim Winter appealed in 2009. Based on the right direction, the policies and procedures that boost and protect cultural heritage can serve as the starting point for developing tourism. Doing so can help avoid duplication of efforts and improve the facilities of tourist attractions. For instance, design a bus line connecting scattered and distant attractions, especially in tourist seasons, in order to solve the problem that tourists are not willing to visit because of distance.

Chongqing is the place that inspired Du Fu to reach the height of his writing. During his 21-months living in Guizhou, he wrote 462 poems, accounting for a third of his poems. Baidicheng was his favorite scenic spot and Zhuge Liang was his favorite historical figure in Guizhou. It was found that among his poems in Guizhou, there were 6 poems that directly described the city of Baidicheng. This connection between the poet and the city remains unexploited. The government needs to fully excavate the historical and cultural resources to rebuild Guizhou Thatched Cottage in Chongqing with the advantage of Du Fu's poems. For example, the officials and managers should exploit the advantages of resources, analyze market conditions, develop tourism products with local characteristics, construct Guizhou Thatched Cottage which integrates leisure, entertainment, and education and hold various cultural activities in the destination. Also, because the Sichuan Society of Du Fu is in Chengdu, it is more convenient to use the expertise of its members to restore and improve cultural heritage. Besides, the two cities, Chengdu and Chongqing, require exerting a joint role in the construction of the largest and most comprehensive document center of Du Fu.

3.2.2. Promote a Strong Brand

The Brand is a strategic resource for enterprises to realize differentiated advantage and an important means to improve core competitiveness. It has become a significant method to distinguish different enterprises or different products. In tourism, a destination brand indicates comparative advantage and

characteristic resources, which plays an important role in magnifying the popularity and influence of the destination and enhancing its economic value. The practice of excavating and utilizing celebrity culture, and then inaugurating strong tourism brands, can enrich the cultural connotation of a place and gain maximum benefit from the tourism. Based on literary celebrities, numerous destinations have developed their own brands. Researchers have found that Chinese people are always interested in visiting destinations that have cultural heritage and with familiar poetry culture to them. Therefore, poems and stories of poets are often used as tourist attractions in China, creating added value for destinations, and being used in marketing and promoting cultural brands. As a famous historical and cultural city, Chongqing has advantageous cultural resources. The government should make full use of the traditional cultural resources and pour attention to the continuation of Chongqing culture. With the development of tourism, Chongqing should excavate deeply the poetry culture, and establish its unique cultural brand. By launching a number of cultural products with market competitiveness, can make Chongqing's cultural brand a strong one, so as to promote the rapid development of the cultural tourism industry in Chongqing.

The Celebrity effect can help boost a destination's profile and attract more visitors, resulting in managers having to seize this opportunity and make the best of it. Information about celebrities could draw the attention of visitors and help them form self-connections as we have discussed above. Literary destinations now include the birthplace or death place of authors, historical sites, as well as "social constructions, created, amplified and promoted to attract visitors". Reconstructing the Guizhou poetry heritage may help to transform the potential of its poetry into a tourism reality. Besides, in comparison with the small number of literary pilgrims in total, tourists generally visit a literary site out of curiosity and interest. In this context, heritage tourists were proactive in their attitudes and behaviors if they identified themselves with the heritage site. In other words, most tourists choose literary destinations that they reckon are in line with their interests or connected with celebrities, and they can gain pleasure and enjoyment in the progress of visiting. This phenomenon now promotes officials and destination managers to seek the possibilities of tourism related to literary celebrities and fully utilize celebrity effects. Aiming at attracting more visitors, especially young generations who are now the main consumers of tourism, destinations also need to spare no effort to develop strong brands, tap more deeply into the cultural resources, and apply new technologies as well as social media..

3.2.3. Develop New Products

In recent years, tourists' motivation has gradually shifted from sightseeing to quality time experiences, that is, experiencing the pleasures of tourism by personally participating in cultural activities. Tourists today are prone to lay a greater emphasis on quality experience and services, even if the product is more expensive. Therefore, attaching more significance to tourism experience has become a necessary way for scenic spots to create a brand. In Chongqing tourism, it is more and more important to develop unique cultural tourism development mode, launch innovative tourism products and create regional culture tourism experience while combining with local cultural resources.

No doubt that building a literary destination needs to make use of cultural resources, but developing celebrity cultural tourism is not only to decorate the former residence of celebrities and set up memorial halls. The government should combine new media and technology to develop creative products, and to fully reflect the diversity of celebrity cultural tourism through colorful cultural forums, such as theme parks, literary festivals, themed one-day or time-specific folk performances, tourist souvenirs, online activities, etc. Additionally, deep excavation of cultural resources is more embodied in the all-round creation of a scenic cultural atmosphere. The first is to carry out serious research on cultural relics, historical events and celebrity anecdotes in the scenic area, so as to improve the professionalism of the scenic spot. The second is to open cultural scenic spots. For example, the construction of memorials or the joint exhibition of Du Fu's poetry and related paintings with Chengdu could be considered. Third, Guizhou Poetry scenic spot should compile a set of tourism explanations combining knowledge and interesting tips, so that the tourists can have fun while listening to the guide's explanation.

3.2.4. Apply Modern Technologies

Generally speaking, successful cultural products are necessarily innovative, and the development of the tourism industry will not have good prospects without innovation. Tourists who request high-quality products and services do not recognize the shoddy, superficial and tasteless way of tourism. Therefore, while promoting the development of cultural industry, it is necessary to innovate the forms and activities of tourism.

While digitization transformation keeps developing, business and technologies are now more widely and deeply combined. Digital transformation has become a necessary choice for domestic enterprises to deepen their reform. In the field of tourism, consumption can be promoted by introducing artificial

intelligence, big data, virtual reality, and other technologies to assist in the planning and development of tourism products. Destinations need to take a further step on applying new technologies which have a significant role in promoting innovation. Both online and offline methods need to be adopted in practical operation, such as online display, which is built mainly by means of the Internet, digital multimedia, and VR technology, while the off-line display is constructed mainly through diverting physical experience. The innovative displays like the virtualization and dramatic presentation of the historical scene, the dynamic display of poetry works, could help tourists have a direct and clear image during their visit. Destinations should make effective use of the opportunity of digital transformation to apply new technologies in tourism. However, it is noteworthy that destinations should avoid falling into the mistake of focusing only on technical input while neglecting the cultural nature of tourism products. At the same time, attention should be paid to the role of media in promotion and its application in cultural industry development.

4. Tourism Industry Synergetic Development of Chengdu-Chongqing Twin Cities Economic Circle

As two major cities in western China, Chengdu and Chongqing are not only competitors but also mutually cooperative relations and help each other out. Chengdu has been bound up with Chongqing for thousands of years, and together they carry a splendid civilization of Ba-Shu. With the introduction and implementation of the Chengdu-Chongqing economic zone, the economic ties between the two cities are increasingly close and now they are playing a leading role in the progress of China's Western Development Program. Chengdu and Chongqing have carried out extensive cooperation in various fields, and the two cities should also seize this opportunity to jointly develop and utilize the poetry heritage of Du Fu. Since joint development of cultural heritage acts as a critical prerequisite for sustainable tourism development, Chengdu and Chongqing should also carry out comprehensive tourism planning and product route design, accelerate the integration of Ba-Shu culture and tourism, and jointly develop a world-class tourism brand. Besides, the two cities need to develop incoordination, share cultural resources, make full use of convenient geographic proximity to conduct in-depth communication and explore effective approaches to rejuvenate the poetry culture of Du Fu.

Over the past few decades, the agglomeration has drawn great attention from destinations and has become a key factor for developing tourism. Some cities furthered the concentration of local industries by integrating enterprises or making supporting policies. With the convenience of geographic proximity, other cities and local enterprises decided to develop a cooperative relationship. More and more studies conducted concerning Chengdu-Chongqing Twin Cities Economic Circle had identified the positive impact of tourism agglomeration and considered it as an effective force for economic growth in Chengdu and Chongqing. Now the two cities need to share and concentrate on existing cultural resources, carry out large-scale cooperation, and develop regional cultural industries. Through industrialization and intensive management of tourism, they would form a joint force of development and expand the strength of the joint cultural industry. Besides, the construction of functional industrial parks with distinctive characteristics could be the first step to bring the cities together.

Industrial Park is a place where culture is transformed into tangible products. Distinct products may provide a link between young people and traditional poetry culture. Simultaneously, the industrial park can serve as a tourist attraction and thus attract visitors, sell cultural products and invite investment. In terms of reserve of talents, Sichuan University, Sichuan Fine Arts Institute, and other institutions could guarantee the diversity of cultural derivatives as well as the quality of products. In addition, the construction of industrial park can, not only be an appropriate tool to promote the development of cultural tourism, but also alleviate the pressure of employment by providing more jobs for literary and art workers, attracting them to engage in cultural and creative work, and thus make their contributions the development of poetry culture in modern times.

Moreover, industrial parks may exert a great influence on the development of other cultural products. In other words, the Park can lend support to cultural products like Sichuan opera and storytelling culture, which are relatively in decline at present. By combining resources and advantages, the two cities can form a unique tourism industry chain, which may efficiently boost the competitiveness of tourism in Chengdu and Chongqing and secure a place in the market.

5. Conclusions

This study first summarizes the influence of regional culture on Du Fu and his poems, briefly, the

impact on his writing style and personality. Afterward, it displays the experience of Chengdu about how the city promotes its cultural tourism. Followed by a discussion about the current situation in Chongqing and proposes several propositions to help it facilitate the development of tourism. Among them, it is not an easy task for destinations to appropriately apply technologies in real practice while keep cultural connotations in mind. Nevertheless, the digitalization and modernization of tourism approaches are inevitable and would have a significant impact on the future of the tourism industry.

It is believed that this paper is of assistance to tourism management, since it sheds light on the existing problems of tourism in Chongqing and provides several feasible and practical suggestions for the construction of collaboration between Chengdu and Chongqing. However, it has some limitations, too. To name a few, this paper did not attach much importance to the problems of tourism in Chengdu. As an example, the current official website of Du Fu Thatched Cottage could be greatly improved. Its web design still has a long way to go and needs to be updated regularly. Secondly, future studies also need to lay emphasis on marketing, which has become the cornerstone in developing a strong brand. For destinations, it is inevitable to explore tourism potential and construct their own marketing systems in order to transform their resources into effective benefits.

Eventually, this paper calls for more in-depth studies on the relationship between regional culture and poetry, as well as more effective approaches to further cultural tourism in Chongqing. Last but not least, there remains a need for further academic research into the future development of collaborative tourism which would further the understanding of the Chengdu-Chongqing Economic Circle.

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