

Analysis of Connotation and Formation Mechanism of "Culture and Tourism Integration Industry"

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Abstract: In order to explore the development path and promotion strategy of cultural and tourism integration industry, this paper deeply analyzes the connotation of "cultural and tourism integration industry", and systematically discusses its formation mechanism. As a new form of deep integration of cultural industry and tourism industry, cultural and tourism integration industry has rich and multi-dimensional connotation, covering many aspects such as concept integration, management integration, product integration, market integration and technology integration, and realizing all-round integration beyond the business level. In terms of formation mechanism, the formation of cultural and tourism integration industry is driven by internal demand, promoted by external factors and the result of internal mechanism. In terms of internal demand, the combination of cultural demand and tourism demand as well as industrial upgrading and transformation will inevitably promote the deep integration of the two industries. In terms of external factors, policy support, technological progress and market demand change jointly promote the rapid development of cultural and tourism integration industry; In terms of internal mechanism, the linkage and coupling of system elements, resource sharing and complementary advantages, and the extension and expansion of value chain provide a strong driving force for the integration industry. This study reveals that the formation of cultural and tourism integration industry is a complex process, which is of great significance in promoting the upgrading and transformation of cultural and tourism industries and promoting the sustainable development of local economy.

Keywords: Cultural and Tourism Integration Industry, Connotation, Formation Mechanism

1. Introduction

The report of the 20th National Congress of the Communist Party of China clearly points out that the integration of culture and tourism is the product of the deep integration of cultural industry and tourism industry, which goes beyond the simple superposition of business level, but the all-round integration of concept, management, product and other dimensions[1]. With the vigorous development of cultural tourism, the integration of cultural and tourism industry plays an important role in promoting the innovation and upgrading of the cultural industry, enhancing the cultural connotation and added value of the tourism industry, and promoting the sustainable development of local economy. However, most academic studies on the integration of culture and tourism are conducted from a dual perspective. Although the connotation[2-3], model[4], level [5] and path[6-7] of the integration are discussed, the integrated industry is not considered as an independent industry from a holistic perspective. The lack of such a research perspective leads to insufficient in-depth analysis of the connotation and systematic research on the formation mechanism of the industry, which further affects the comprehensive and in-depth understanding of the industry, and is difficult to provide effective theoretical guidance for its practice, and may hinder its healthy development.

Therefore, this study aims to take the culture and tourism integration industry as an independent industry from a unitary perspective, and deeply explore its connotation analysis and formation mechanism. This study will focus on analyzing how the culture and tourism integration industry achieves all-round integration in terms of concept, management and products, and how this integration promotes the coordinated development of cultural industry and tourism industry. This study is expected to make up

for the shortcomings of existing studies and deeply reveal the deep connotation and formation mechanism of the culture and tourism integration industry. To provide solid theoretical support and practical guidance for the healthy development of cultural and tourism integration industry.

2. Analysis on the connotation of "Cultural and Tourism integration industry"

Cultural and tourism integration industry, as a new form of deep integration of cultural industry and tourism industry, has rich and multi-dimensional connotation. Specifically, the connotation of cultural and tourism integration industry can be analyzed from the following aspects:

2.1. Concept integration

Concept integration is the soul of the cultural and tourism integration industry and the internal driving force for its sustainable and healthy development. As a new business form that deeply integrates cultural industry and tourism industry, the uniqueness of cultural and tourism integration industry is not only reflected in the simple superposition of business level, but also in the deep integration of ideas [8]. With its profound cultural deposits, unique artistic charm and rich spiritual connotation, cultural industry nourishes people's spiritual world. The tourism industry, with its unique natural scenery, cultural landscape and leisure experience, has become an important way for people to relax and enjoy life. Concept integration is to organically combine cultural connotation and values with tourism experience and leisure to form a unique concept of cultural and tourism integration, which not only respects and inherits culture, but also innovates and improves tourism. This requires in-depth exploration of the unique charm and value of culture, integrating it into tourism products, so that tourists can feel the charm of culture and appreciate the essence of culture in the process of tourism, and pay attention to the inheritance and protection of culture. At the same time, it is necessary to constantly innovate tourism experience and leisure, through creating unique landscapes, providing quality services, rich activities and other ways, so that tourists can feel physical and mental pleasure and relaxation during travel. In addition, it is also necessary to pay attention to cultural diversity and tourism differences, respect the culture and tourism characteristics of different regions, fully explore and make use of local resources, and create tourism products with local characteristics. Only by realizing the deep integration of ideas can we truly promote the sustainable and healthy development of the cultural and tourism integration industry, make it become an important force to promote economic and social development, and bring more joy and beauty to people's lives

2.2. Management integration

In the cultural and tourism integration industry, management integration has become a key link to promote the efficient operation of this emerging industry. Management integration does not simply stack the management resources and experience of the cultural industry and the tourism industry, but should realize the organic integration of the two at a deep level[9]. To this end, it is first necessary to build an organizational structure that can cover all business fields and coordinate resources of all parties, so as to give full play to the respective advantages of the cultural industry and the tourism industry, and realize seamless docking and collaborative operation between the two, so as to ensure that the cultural and tourism integration industry can be carried out efficiently and orderly in all aspects of decision-making, implementation and supervision. At the same time, the sharing of human resources is also an important support for management integration. By breaking the original boundaries, talents in different fields can learn from each other and jointly contribute to the development of cultural and tourism integration industry, so as to improve the quality of talents in the entire industry and enhance the innovation ability and competitiveness of the industry. In addition, the coordination of management systems is also a key link of management integration. It is necessary to find a management system that conforms to the characteristics of the cultural industry and ADAPTS to the needs of the tourism industry, so as to ensure the standardized operation of the cultural and tourism integration industry and stimulate the vitality and creativity of the industry. In the process of realizing the integration of management, the establishment of information sharing and communication mechanism is also crucial, which can enable all departments and links to timely understand the latest trends and operation of the industry, strengthen cooperation and cooperation, form a joint force, and jointly promote the development of the cultural and tourism integration industry. To sum up, through the integration of organizational structure, the sharing of human resources, the coordination of management system and the establishment of information sharing and communication mechanism, a set of unified and efficient management system and management mode

can be formed to ensure the efficient operation of the integrated culture and tourism industry, enhance the overall competitiveness and innovation ability of the industry, and provide tourists with more high-quality and convenient travel experience. To promote the sustainable and healthy development of the integrated culture and tourism industry.

2.3. Product integration

In the cultural and tourism integration industry, product integration plays the role of the core and soul. As the direct output of culture and tourism integration industry and the carrier of tourist experience, the degree of product integration and innovation plays a decisive role in the attraction and competitiveness of the industry. The integration of culture and tourism products, that is, the organic combination of cultural elements and tourism elements, creates tourism products with characteristics and attraction. These products not only meet the basic needs of tourists for sightseeing, but also provide in-depth cultural experience and spiritual enjoyment at a deep level. To create such products, it is necessary to dig deep into cultural elements, whether it is time-honored cultural heritage, unique folk customs, or modern creative culture and art, which are all valuable resources. By refining their core values and unique features, materials are provided for the integration and innovation of tourism products[10]. At the same time, tourism elements such as natural landscape, cultural landscape, tourism facilities, tourism services, etc., constitute the basic framework of tourism products, and need to be organically combined with cultural elements, so that tourists can feel the influence of culture in the process of appreciating the beauty, experiencing the facilities and enjoying the service. This combination is not a simple patchwork, but on the basis of understanding tourists' needs and market trends, creative integration, such as integrating traditional cultural elements into scenic spot design, combining cultural performances with tourism activities, and developing tourism commodities with cultural characteristics. In addition, cultural and tourism integration products should also pay attention to providing in-depth cultural experience, requiring in-depth exploration of cultural connotations and values in product design and development, through the organization of cultural lectures, workshops or the development of educational tourism products, so that tourists can learn knowledge and broaden their insight during play. To sum up, product integration is the core competitiveness of cultural and tourism integration industry. Through in-depth exploration of cultural elements, organic integration of tourism elements, creative integration and innovation, tourism products can be created that can not only meet tourists' sightseeing needs, but also provide in-depth cultural experience and spiritual enjoyment, and inject impetus into the sustainable and healthy development of cultural and tourism integration industry.

2.4. Market integration

Market integration, as an important driving force and development path of cultural and tourism integration industry, its core lies in the sharing of target markets and marketing coordination [11]. This process not only involves the effective integration of market resources of cultural industry and tourism industry, breaking the original independent market boundary, forming a broader and diversified market space, covering and attracting more consumers who have new demands for cultural and tourism integration products, so as to broaden market channels; At the same time, marketing also crosses the boundary of a single industry and becomes the collaborative marketing of the cultural industry and the tourism industry. It is necessary to fully consider the characteristics and advantages of the two industries, formulate marketing strategies that meet the characteristics of both sides, use the creativity and content of the cultural industry to enhance the attractiveness of tourism products, and expand the influence of cultural products through the channels and platforms of the tourism industry. The realization of market integration also needs to rely on the support of technological innovation and digital means, in order to accurately locate the target market, understand consumer needs, formulate personalized marketing strategies, and improve marketing efficiency and effect, reduce marketing costs, and enhance market competitiveness. In addition, the joint efforts of the government, enterprises and industry associations are also crucial. The government should formulate relevant policies and plans to guide and support, enterprises should play the role of market players to strengthen cooperation and innovation, and industry associations should promote exchanges and cooperation within the industry, jointly promote the prosperity and development of the market, and provide a strong guarantee and broad prospects for the sustainable and healthy development of the cultural and tourism integration industry.

2.5. Technology integration

With the wave of digitalization and intelligence sweeping the world, technology integration has

become an indispensable part of the cultural and travel integration industry. Technology integration not only means the simple application of modern information technology to the cultural and tourism industry, but also the organic integration of technology and cultural and tourism industry at a deep level to inject new vitality into the cultural and tourism integration industry [12]. The application of big data technology enables the cultural and tourism integration industry to grasp the market demand and consumer behavior more accurately. Through the mining and analysis of massive data, the preference, demand and travel habits of tourists can be deeply understood, so as to provide powerful data support for the development and marketing of cultural and tourism products. According to this, enterprises can adjust product strategies, optimize service processes, and enhance tourists' satisfaction and loyalty. The introduction of artificial intelligence technology has further improved the intelligence level of the cultural and tourism integration industry. Whether it is intelligent tour guide, intelligent customer service or intelligent recommendation system, it can provide tourists with more convenient and personalized service experience. Through artificial intelligence technology, the cultural tourism industry can realize immediate response and accurate satisfaction of tourists' needs, which greatly improves service efficiency and tourists' satisfaction. In addition, the application of virtual reality technology has also brought new possibilities for the cultural and tourism integration industry. Through virtual reality, tourists can experience the natural scenery and cultural landscape of various places without leaving their homes. This brand new way of travel not only enriches tourists' travel choices, but also opens up new market space for the cultural tourism industry. To sum up, technology integration is an inevitable trend of the development of cultural and tourism integration industry under the background of digital and intelligent era. Through the application of modern information technologies such as big data, artificial intelligence and virtual reality, the culture and tourism integration industry can improve the technological content and interaction of products, and provide tourists with a more convenient and intelligent travel experience. At the same time, technology integration can also promote the innovation and upgrading of the cultural and tourism industry, and provide strong technical support for the sustainable and healthy development of the cultural and tourism integration industry.

3. Formation mechanism of "Cultural and Tourism integration Industry"

As a new highlight of economic development in the new era, the formation of the integrated industry of culture and tourism is not achieved overnight, but has experienced a complex process of multiple levels and multiple dimensions. In this process, the cultural industry and the tourism industry have achieved all-round integration in many aspects such as concept, management, product, market and technology, and jointly shaped the unique form of the cultural and tourism integration industry. The following is an in-depth analysis of the formation mechanism of the cultural and tourism integration industry.

3.1. Internal demand-driven: the deep integration of culture and tourism

(1)The convergence of cultural demand and tourism demand

The high consistency of cultural industry and tourism industry at the level of demand is the internal cornerstone of the formation of cultural and tourism integration industry [13]. Cultural products, such as artwork, film and television works, music, etc., meet people's spiritual and cultural needs; And tourism services, by providing sightseeing, leisure, entertainment and other activities, to meet people's travel needs. The two seem to be independent, but they complement each other. With the improvement of living standards and the change of consumption concept, tourists are no longer satisfied with simple sightseeing during the travel process, but pay more attention to cultural experience and in-depth participation. They are eager to learn about local history, culture, folk customs and experience different ways of life during the trip. This change in demand has prompted the cultural industry and the tourism industry to seek a deep integration in order to provide more rich, diversified and cultural tourism products and services.

The cultural industry can provide rich cultural content for the tourism industry, such as integrating historical stories, legends and folk customs into the tourist routes and scenic spots to increase the cultural deposits of tourism; And the tourism industry can provide a broad market and display platform for the cultural industry, such as through tourism performance, cultural exhibitions and other forms, to promote cultural products to a wider audience. This kind of mutually complementary and mutually promoting relationship makes the cultural industry and the tourism industry form a close relationship in the process of integration.

(2)The inevitable choice of industrial upgrading and transformation

In the context of globalization and informatization, both the cultural industry and the tourism industry are facing the pressure of industrial upgrading and transformation[14]. The traditional cultural industry and tourism industry have been unable to meet the changes in market demand and need to seek new development paths. As a new form of business, the cultural and tourism integration industry provides new ideas and directions for the coordinated development of the cultural and tourism industries.

Through integration, the cultural and tourism industries can share resources, complement each other's advantages, and improve the overall competitiveness and added value of the industry. The cultural industry can provide creative, content and technical support for the tourism industry, and enhance the cultural connotation and attractiveness of tourism products; In turn, the tourism industry can provide market and channel support for the cultural industry and broaden the dissemination scope and influence of cultural products. This mode of coordinated development is conducive to promoting the upgrading and transformation of the cultural and tourism industries and realizing the sustainable development of the industries.

3.2. External factors: the combined effect of policy, technology and market

(1)The power of policy support and guidance

The government's policy support and guidance have played a crucial role in the formation of the cultural and tourism integration industry[15]. The government has adopted relevant policies, optimized industrial layout, improved supporting facilities, strengthened personnel training and other measures to provide a strong guarantee for the development of the integrated culture and tourism industry.

In terms of policies, the government can formulate preferential policies to encourage the integrated development of culture and tourism, such as providing tax incentives and financial subsidies, so as to reduce the operating costs of enterprises and stimulate the vitality of the market. At the same time, the government can also set up demonstration zones for the integrated culture and tourism industry, and promote the rapid development of the integrated industry through demonstration and guidance. In terms of industrial layout, the government can rationally plan the development layout of the integrated culture and tourism industry according to local resource endowment and market demand, so as to avoid blind development and repetitive construction. In terms of supporting facilities, the government can increase investment to improve tourism infrastructure such as transportation, accommodation and catering, and improve the quality of tourism services. In terms of personnel training, the government can strengthen cooperation with universities and research institutions to train a group of talents with knowledge and skills of the integrated culture and tourism industry, so as to provide intellectual support for the development of the industry.

(2) Driving force of technological progress and innovation

Technological progress and innovation are important driving forces for the formation of cultural and tourism integration industry [16]. The application of modern information technologies such as digitalization and intelligence has provided new development means and tools for the integrated culture and tourism industry.

The application of big data technology enables cultural and tourism enterprises to have a more accurate understanding of market demand and consumer behavior, so as to formulate more targeted product and service strategies[17]. The application of artificial intelligence technology can improve the intelligent level of tourism services, such as intelligent tour guides and intelligent customer service, to provide tourists with more convenient and personalized services. The introduction of virtual reality technology can break the restrictions of time and space, allow tourists to experience different cultural scenes and tourism projects in the virtual environment, and enhance the sense of immersion and interaction of tourism. The application of these modern information technologies not only improves the quality and attractiveness of cultural tourism products, but also expands the market space and development potential of the cultural tourism industry.

(3)Leading the change of market demand

The change of market demand is an important external factor for the formation of cultural and tourism integration industry[18]. With the improvement of people's living standard and the change of consumption concept, tourists' demand for tourism products also shows a trend of diversification and individuation. They are no longer satisfied with the traditional sightseeing tour, but pay more attention to the experience and participation of tourism.

This change in demand has prompted the cultural industry and tourism industry to seek deep integration in order to provide products and services that are more in line with market demand. The emergence of new cultural and tourism products, such as cultural theme parks, cultural and creative blocks, cultural tourism and performing arts, is a vivid manifestation of the changes in market demand to promote the development of cultural and tourism integration industry. These new cultural tourism products not only meet the diversified needs of tourists, but also enhance the cultural connotation and added value of tourism, and promote the upgrading and development of cultural tourism industry.

3.3. Internal mechanism analysis: the deep integration of system elements, resource sharing and value chain

(1) Correlation and coupling of system elements

There is a close correlation and coupling relationship of system elements between cultural industry and tourism industry[19]. Cultural industry focuses on the provision of cultural content and related hardware production and services, including cultural creation, cultural communication, cultural consumption and other aspects; While the tourism industry focuses on the participation and presentation of culture in the tourism experience, including the development of tourism resources, the planning of tourism routes, the provision of tourism services and other aspects.

This kind of correlation and coupling enables the cultural industry and tourism industry to form a close relationship and interaction in the process of integration. The creativity, content and technology of the cultural industry can penetrate into every link of the tourism industry to enhance the cultural connotation and attraction of tourism products. The market and channels of the tourism industry can provide a broad platform for the display and communication of the cultural industry, and broaden the influence of cultural products and the scope of audience. The correlation and coupling of such system elements provide a strong internal driving force for the development of cultural and tourism integration industry.

(2) Synergistic effect of resource sharing and complementary advantages

In the formation of cultural and tourism integration industry, resource sharing and complementary advantages have played a key role [20]. There is a certain degree of complementarity between the cultural industry and the tourism industry in terms of resources, such as cultural resources, tourism resources and human resources. By sharing these resources, the advantages of the two industries can be complemented and coordinated development can be realized.

Cultural resources are one of the core elements of the integrated industry of culture and tourism, including history and culture, folk customs, and artistic creation [21]. These cultural resources can provide rich materials and inspiration for the tourism industry, and enhance the cultural connotation and attractiveness of tourism products. Tourism resources are the basic support of cultural and tourism integration industry, including natural landscape, cultural landscape, tourism facilities and so on. These tourism resources can provide a platform for cultural industries to display and spread, and broaden the audience range and market space of cultural products. Human resources are an important guarantee for the development of cultural and tourism integration industry, including cultural and creative talents, tourism management talents, marketing talents, etc. These talents can provide intellectual support and innovation impetus for the integrated industry of culture and tourism.

Through resource sharing and complementary advantages, the integrated industry can achieve multiple effects such as cost reduction, efficiency improvement and quality improvement. Such synergies will help promote the sustainable and healthy development of the integrated industry.

(3) Value-added effect of the extension and expansion of the value chain

The formation of cultural and tourism integration industry also involves the extension and expansion of the value chain[22]. The traditional cultural industry and tourism industry are relatively independent in the value chain, while the cultural and tourism integration industry realizes the mutual penetration and extension of the two industries in the value chain through integration.

The extension and expansion of this value chain enables the cultural and tourism integration industry to form a more complete and rich product system. For example, cultural tourism performing arts products combine cultural performances with tourism and sightseeing to provide tourists with unique cultural experience; Theme park products, which integrate cultural elements into amusement facilities to create a unique tourist destination; And creative block products, which combine cultural creativity with

commercial operations to form a vibrant cultural tourism area. These diversified cultural tourism products not only meet the diversified needs of tourists, but also enhance the overall competitiveness and added value of the industry.

To sum up, the formation mechanism of cultural and tourism integration industry is a complex process involving multiple levels and factors, as shown in Figure 1. Driven by internal demand, external factors and internal mechanism, cultural industry and tourism industry have achieved deep integration and coordinated development, forming a unique cultural and tourism integration industry. The formation of this industry not only helps to promote the upgrading and transformation of the cultural and tourism industries, but also injects new vitality into the sustainable development of the local economy. In the future, with the constant changes in market demand and the continuous progress of technology, the cultural and tourism integration industry will continue to maintain a vigorous development trend, bringing more diversified and richer cultural tourism experiences to people's lives.

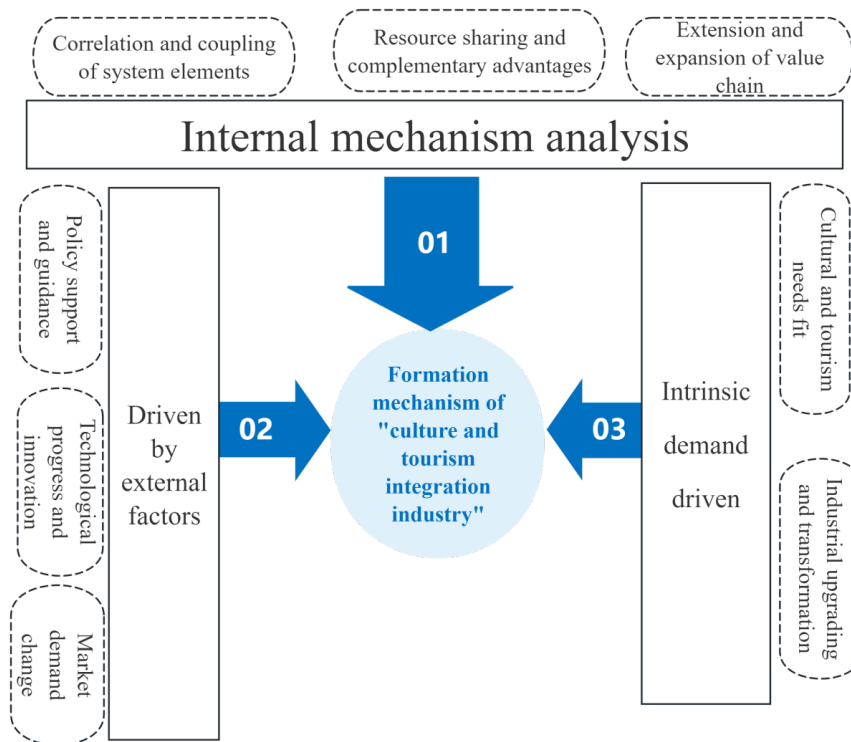


Figure 1. Logic diagram of formation mechanism of "Cultural and Tourism integration Industry"

4. Conclusion and Discussion

4.1. Conclusion

In this study, the connotation of cultural and tourism integration industry is deeply analyzed, and its formation mechanism is systematically discussed. Through the research, it is found that as a new form of deep integration of cultural industry and tourism industry, the connotation of cultural and tourism integration industry is rich and multi-dimensional, including concept integration, management integration, product integration, market integration and technology integration. These integration is not only reflected in the simple superposition of the business level, but also the all-round integration of concept, management, product, market and technology, which jointly shapes the unique form of the cultural and tourism integration industry.

In terms of formation mechanism, the formation of culture and tourism integration industry is driven by internal demand, promoted by external factors and the result of internal mechanism. In terms of internal demand driving, the convergence of cultural demand and tourism demand, as well as the inevitable choice of industrial upgrading and transformation, promote the deep integration of cultural industry and tourism industry. In terms of external factors, the power of policy support and guidance, the driving force of technological progress and innovation and the leading force of market demand change

have jointly promoted the rapid development of cultural and tourism integration industry. In terms of internal mechanism, the correlation and coupling of system elements, the synergistic effect of resource sharing and complementary advantages, and the value-added effect of the extension and expansion of the value chain provide a strong internal driving force for the formation of the integrated culture and tourism industry.

To sum up, the formation of culture and tourism integration industry is a complex process involving multiple levels and factors, with rich connotation and complex formation mechanism. The formation of this industry not only helps to promote the upgrading and transformation of the cultural industry and tourism industry, but also injects new vitality into the sustainable development of local economy.

4.2. Discussion

This study has carried on a comprehensive analysis of the connotation of cultural and tourism integration industry, and carried on an in-depth discussion on its formation mechanism, and achieved certain research results. However, when reviewing the research process, I also realize that there are limitations, that is, insufficient empirical research. This study mainly relies on literature research and theoretical analysis, and lacks large-scale field research and data analysis to verify the universality and validity of the theory. In order to make up for this limitation, future research should strengthen empirical exploration, collect more first-hand data, and conduct a more in-depth analysis of the actual development of the culture and tourism integration industry. Different types of cultural and tourism integration projects can be selected as cases for in-depth analysis and comparative study, so as to reveal their commonalities and differences.

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