

Exploration of the Integration Path of Cultural Industry and Tourism Industry

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Abstract: With the continuous promotion and popularization of the concept of industrial integration, my country's industrial boundaries have become more blurred, and even the phenomenon of elimination of industrial boundaries has occurred, which has enabled the effective integration of various industries. In order to comply with the development trend of industry integration, we are now starting from three aspects: strengthening the top-level design of the integration of culture and tourism industry, doing a good job of carrier integration and deepening the integration of culture and tourism industry, and establishing a talent support system for the integration of culture and tourism industry. The in-depth integration of the tourism industry puts forward constructive suggestions. It is hoped that this research will provide effective reference and reference for relevant departments.

Keywords: Cultural industry; Tourism industry; Integration path

The cultural industry is an industry that produces various spiritual products to enrich people's spiritual and cultural experience. The tourism industry is an industry that provides people with tourism products and meets people's tourism needs by making use of tourism resources. The full integration of the two industries can not only form a variety of cultural tourism products, make tourism products rich in cultural heritage, but also ensure that the cultural tourism industry has regional characteristics, and play an important role in promoting the healthy and sustainable development of the cultural tourism industry. effect.. Therefore, how to scientifically integrate the cultural industry with the tourism industry is a problem that relevant departments must think about and solve.

1. Strengthen the top-level design of the integration of culture and tourism industry

The top-level design is the basis and guarantee for the effective integration of the cultural industry and the tourism industry. Therefore, in order to ensure the true integration of the cultural industry and the tourism industry, relevant departments must strengthen the top-level design^[1]. First of all, the local government must determine the strategic goal of industrial integration and give full play to its leading role. In the specific implementation, the local government should continue to reform and innovate the property rights system, and promptly remove obstacles that affect the integration of the cultural industry and the tourism industry. At the same time, the local government should also play its own regulatory and leading functions^[2] to encourage cultural enterprises and tourism. Enterprises actively cooperate to have a positive impact on the effective integration of the cultural industry and the tourism industry. Secondly, the relevant departments should strengthen the construction and application of the integration mechanism of the cultural and tourism industries to ensure that the integration of the cultural industry and the tourism industry is based on evidence and rules to follow. Finally, in order to achieve the effective integration of the cultural industry and the tourism industry, relevant departments must adopt a regional integration approach to scientifically plan and integrate these two different industries. At the same time, they must also formulate and improve industrial integration plans and programs to continuously improve the industry. Integrate quality and efficiency to complete the creation and popularization of cultural tourism products.

2. Carrier integration to deepen the integration of culture and tourism industry

In order to further improve the integration of the cultural industry and the tourism industry, relevant departments must ensure that the carrier integration work is in place. First of all, relevant departments must strengthen technological integration. Technology integration is an important means to improve the utilization rate of industrial resources, and it plays an important role in promoting the deep integration of the cultural industry. For example: a certain tourist attraction contains rich cultural connotations^[3]. When optimizing tourism products and tourism service experience, through the use of technology integration methods, the quality of tourism products and service levels can be maximized to ensure that the tourism industry is modernized, The direction of civilization continues to develop. Secondly, relevant departments should pay attention to product integration. Product integration mainly refers to the deep integration of cultural products and tourism products through the use of recombination. For example: through the development and application of tourist souvenirs with regional and cultural characteristics, the in-depth integration of cultural products and tourism products can be realized; through the exhibition of various cultural souvenirs to tourists^[4], the true integration of cultural products and tourism products can be realized. Finally, it is necessary to continuously strengthen the integration of marketing to ensure that the

marketing concepts, marketing resources, and marketing methods of the cultural industry and the tourism industry are fully integrated, so as to form a diversified and diversified marketing model to better promote and popularize cultural products and tourism. product.

3. Establish a talent support system for the integration of culture and tourism industry

As the main executor and implementer of the integration of cultural industry and tourism industry, talents occupy a pivotal position in improving the efficiency and effect of industrial integration. Therefore, relevant departments should pay attention to the formulation and improvement of the industry integration talent support system, so as to cultivate high-capacity, high-quality, and high-quality applied innovative talents. First of all, relevant departments must constantly revise, optimize and improve the talent management system according to the needs of industrial integration. At the same time, they must build a team of innovative talents proficient in management, and give them full respect, understanding and support, so as to Effectively stimulate their enthusiasm for work to promote the effective integration and coordinated development of the cultural industry and the tourism industry. Secondly, it is necessary to construct and improve the talent training mechanism to ensure that talent training is implemented in order to achieve the goal of improving the quality of talent training, to ensure that they use their own professional skills to give full play to the key role of the market in promoting industrial integration, and to achieve The in-depth integration and coordinated development of industry and tourism industry lay a solid foundation for talents.

Concluding remarks:

To sum up, in the context of the application of the concept of industrial integration, the cultural industry and the tourism industry merge and penetrate each other, and form a new and advanced industrial model, in order to realize the redistribution of different industrial resources and improve The utilization of resources in different industries has laid a solid foundation. Therefore, the relevant departments have established the idea of industrial integration, fully integrated the cultural industry and the tourism industry, and provided a strong guarantee for the promotion of the innovation and stable development of the cultural tourism industry and the overall improvement of my country's social and economic level.

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