
Research and Analysis on the Innovative Value of Tourism and Cultural Industry

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Abstract

As China's economic development enters a new normal period, the transformation and upgrading of industrial structure is imperative. The cultural industry and tourism industry, as a green sunrise industry and a strategic pillar industry, have provided new growth points for social and economic development. In 2009, the National Tourism Administration issued the Guiding Opinions on Promoting the Development of the Combination of Culture and Tourism", clearly pointing out the necessity and inevitability of the development of the integration of cultural tourism. This paper takes the development strategy of local cultural industry as the main axis of discussion, aims to seek the institutional form and promotion strategy of the development of local cultural industry, in order to provide the reference of the future national and local planning cultural industry as the regeneration and development strategy. The author proposes the basic ideas of the integration of literary and travel development from the perspectives of concept integration, product design, business creation and service.

Keywords: cultural industry, local culture, local development, urban regeneration, system

Introduction

With the further acceleration of the current development of social productive forces, China's economic development has entered a new stage, Facing the challenge of "new economic normal". In the new era, in order to achieve the development goal of the 13th five-year plan, solve the problems encountered in economic development, and comprehensively establish development advantages, we must firmly establish the five development concepts, with innovation, innovation and innovation as the core. Based on the existing research, Zhang Haiyan(2020) made a clear division of the industrial boundary of tourism and culture industries, analyzed the interaction mechanism of the two industries by using qualitative method, and found that the two industries maintained a cooperative relationship of interdependence and mutual promotion. On this basis, he grasped the concept of cultural tourism integration.

Under the guidance of the concept of coordination, green, openness and sharing, we should implement actions in economic development. At the same time, under the background of the national economy moving towards the new normal, opportunities and challenges coexist, and the development of national economy is also facing opportunities. It is imperative to develop low-carbon industry. As a "green sunrise industry", the culture and

tourism industry has gradually become the preferred direction for all provinces to find economic growth points. The integration of culture and tourism industry has become the key to the comprehensive transformation and development of China's industry. It is an important link in the process of upgrading the national economic structure.

Western European countries have devoted themselves to cultural policies and strategies such as the maintenance and renovation of historical buildings, the promotion of cultural activities and the shaping of urban images, and have preserved for many cities the important directions of sustainable local culture, the regeneration of traditional space and the revitalization of urban economy. In this cultural strategy movement, many new types of cultural organizations and plans have taken shape, and most of the historical space, buildings and cultural activities have been preserved. The new cultural consumer class, behavior and so-called popular culture, cultural industry, and the urban economic reconstruction and urban alliance caused by culture have all become important symbols of this wave of urban cultural policy reform. And another potential intercity development competition is gradually formed; the cultural class and the so-called elite culture in the past will also be deconstructed. The cities of Bristol, Glasgow and Liverpool Newcastle are important symbols of the implementation of cultural policies and strategies, and the results of their implementation have positive benefits for

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local development. Both belong to the tertiary industry, and the development status of cultural industry and tourism industry is self-evident. As an economic industry, compared with other industries, tourism industry has strong cultural characteristics, and culture is the soul of tourism. In the context of the challenge of the new normal economy, China's resource supply continues to tighten, the demographic dividend gradually disappears, and the cultural industry and tourism industry can still maintain steady development. Promoting the integrated development of the two industries is of great significance for China's long-term economic development and economic structure transformation; At the same time, to explore and realize the deep integration of tourism and cultural industry is also conducive to the comprehensive development of China's tourism industry and to enhance China's overall strength and development competitiveness. David (2017) believe that based on the perspective of industrial integration, film and television tourism development mode can be divided into six categories: film and television location tourism, film and television incident tourism, film and television culture tourism, film and television shooting and production tourism, film and television theme park tourism, film and television festival tourism.

This paper studies the integration and development of cultural industry and tourism industry from the perspectives of summary, current situation analysis and quantitative evaluation, in order to have a comprehensive understanding of the theoretical basis and research status of the integration of cultural industry and tourism industry. By combing the previous literature on the integration of cultural tourism, we can have a comprehensive and profound understanding of the integration mechanism, path and mode of the two industries. Under the economic background of the new normal, tourism development bottlenecks, cultural industry and tourism industry can be to find a new growth point of national economy, the country's cultural industry and tourism industry and its convergence is analyzed, it can help us to reach this stage, the difficulties encountered in the development process of brigade fusion, find the crux, Suggestions for the future integrated development of cultural industry and tourism industry.

Literature Review

1. A review of the research on the integration mode of culture and Tourism

The research on the integration development

mode of cultural industry and tourism industry is to refine, summarize and summarize the mature and replicable models in the integration path. The integration mode of cultural industry and tourism industry can be roughly divided into path element mode, sub industry mode, regional case mode, etc.

In the research on the path element model of cultural tourism integration, Yuan Jun (2019), from the perspective of industrial integration and industrial chain theory, takes the development of cultural tourism industry integration in Shenzhen as a case, and draws lessons from the past successful development experience, sums up three basic models to realize the interactive development of cultural industry and tourism industry in Shenzhen. Zhang Haiyan and Wang zhongyun (2020) used qualitative method to analyze the driving factors of cultural tourism industry integration, and on this basis, constructed specific operation mode of industry integration, and put forward four realization forms of industry integration mode. Taking Anhui Province as an example, Cheng Xiaoli and Zhu Yawen (2020) pointed out that the integration mode of the two industries mainly includes reorganization, infiltration and extension, according to the development status of the two industries in Anhui Province, combined with the development environment and resource conditions of various places. In addition, Xu Renli pointed out that to promote the integration of cultural industry and tourism industry, we must broaden the development mode. Paul (2018) uses qualitative analysis method to point out that the growth of creative industry can promote the development of tourism industry. We can explore the realization mode of industrial integration from the three aspects of tourism commodity development, tourism project planning and tourism marketing.

2. Review on the mechanism of cultural tourism integration

Yan Linke (2019) believes that in the development process of national economy, some industries will seek mutual penetration and cross between different industries in order to explore the future development direction, so as to transform the original industries and even form new industries; At the same time, different industries within the tourism industry may also seek integrated development through penetration and cross. Using the method of system theory, Xu Hong (2018) regards the whole tourism industry as a system. Industrial integration takes place among various elements of tourism industry. Due to the influence of diffusion, industrial elements have

been in a state of mutual competition and cooperation, thus ultimately promoting the emergence of new industrial forms. The main factors affecting this process include technology, products, market and system. Yang Ying (2018) pointed out that the integration of tourism industry mostly occurs in the cross-border integration between tourism industry and other industries. The new industry formed after the integration of the two industries has the characteristics of tourism industry as a whole. While maintaining the stability of industrial elements, other industries form a substitute and complementary relationship with tourism industry, Cross border integration most often occurs between tourism industry and other service industries, and a few involve non service industries. Referring to the existing research results at home and abroad and the concept of industrial integration, Cheng Jin (2019) believes that there are two main ways of integration of tourism industry, one is the integration of tourism industry and other service industries on the six elements of tourism industry, the other is the integration of tourism industry and the first and second industries.

II. Links between globalization and local cultural industries

The development of local culture basically has deep ethnic groups and geographical relations, and forms unique development characteristics in geographical space. However, since the 1970s, the development of economic globalization has affected the economic structure transformation of various countries, and at the same time, it has seriously impacted the transformation of social and cultural life under the effect of information technology network.

2.1 Deconstruction and Restructure of Local Culture

The effects of globalization have led to the restructuring of the economic system, After the rapid development of technology, Also produced "time and space compression phenomenon" and then promote economic investment, production and capital accumulation not only across national boundaries, It also brings a new era of flexible development; The cultural flow (cultural flow) is one of the important characteristics (Harvey,) in the economic structure and influence of globalization (1989; Castells, 1989). It not only reflects the interaction between world pluralism and mainstream culture, it also reorganizes the structure and connotation of local culture in the past closed system, has been placed in the

pulsation of global culture. A sense of crisis replaced by the development of local cultural networks, and the link between the spirit of indigenous culture and the transmission of the nature of local culture, Nature becomes the focus of another contemporary discussion.

The early development strategy of local culture focuses on the social role and meaning of "shaping and raving "; As Minihan (1977) said, "Arts and Culture" can improve social ethics and order, and then become an important element of social consciousness. At the time, Cultural development strategies undertaken by most government departments, with local growth and the formation of the middle class, Relatively, Culture has thus become an elite used to establish the role of the dominant class in society, and an important tool for building social distance from the urban underclass, by highlighting the symbolism and self-affirmation of the productive class (self-assurance). Cultural discrimination (distinction) between social classes, And the process of forming a cultural class (cultural hierarchy), It is an important representation in the process of early cultural development. VII. In the late years, With the rise of the socialist movement, the cultural and artistic views of the main (middle) class, began to be challenged (Griffiths,) greatly 1995.

2.2 Formation and Development of Local Cultural Industry

"Cultural industry" begins with the ideas Adorno & Horkheimer (1979) put forward, it is mainly to explain the traditional way of cultural and artistic transformation into the consumption of productive goods and to the theory of study that affects the spatial structure, the aim is to put art and culture through commercial packaging and marketing, Creating economic benefits (Adorno,) of culture (1991). Responding to the flow of cultural space following globalization, Wynne (1992) outside of traditional art and culture, To the popular culture, as long as it is a good culture (fine-art) must be regarded as an important part of the cultural industry. Although this concept has led to the development strategy of contemporary new urban culture, and break the barriers of the high (elite) culture of the past, and the new consumption patterns of art and culture before its emergence.

The emergence of cultural consumption, although making the development of life and leisure more diverse, but in the rapid development of science and technology, the rapid development of economy, the prevalence of capitalism and money worship, and the lack of cultural meaning of

recognition and spiritual reflection, self-price meditation, but has made most people use leisure opportunities to spend time, money, consumption spirit, consumption of physical strength. A great deal of creation, a great deal of consumption, a lack of thinking, and the expulsion of utilitarianism have made Taiwan's leisure towards vulgarity and consumption, not only blurring the direction of life, but also trying to cultivate a state of mind.

In addition to showing the importance of cultural consumption and the cultural industry, the western countries have also clearly pointed out that the meaning of cultural industry should be: "it includes the natural environment, the human environment quality, the residential landscape, the national spiritual activities and other artistic accomplishment, etc." (Chen Qinan, 1996), which contains the cultural nature of the social and economic benefits derived from the cost-effective. Cultural industries sell creativity, imagination and taste, and meet the needs of the public through the process of producing cultural goods and packaging and marketing is the stage of cultural consumption, while local cultural industries should take root and develop industries based on local characteristics, local conditions and local talents, and even local well-being, so as to directly help the revitalization of local related industrial activities. However, if we fail to face up to the meaning of culture, we can only regard it as the stage of "cultural industry"

2.3 Transformation of cultural industries and policies

In the 1980s, Cultural policies are successfully linked to other policies, With urban design: creating new public spaces, Make the city more attractive and characteristic; Linkages with transport policies: the transport system and the cultural environment; A process of "culturalization" through the integration of community policy and child welfare policy, Accumulating social collective consciousness, And then respond to the public department's "transformation of urban central space and imagery, Bianchini, for use by the community, as Bourdieu (1984) noted, the industrialization of culture, not only does the formation of culture begin to attach importance to production, circulation and consumption, And then produce economic benefits to the local, More importantly, they play a considerable role in the cumulative process of social reproduction; In other words, The formation of cultural industries, The effect will be greater than the social collective identity accumulated in the process of participation, and the way in which local

endogenous consensus on development emerges and operates, that is, the formation of the cultural industry development system and then implantation.

A shift from economic to cultural rational literature is a major feature of the past decade (Duncan, 1994 : 635). Culture has gradually become the focus of economic geoscience research. The direction of its discussion is not only to confront the problems caused by the transformation of social form after excessive economicization. How to reshape the characteristics of local economy by culture (representing the economic through the cultural) is also an important face to re-examine the re-development of local cities.

The research on the integration development mode of cultural industry and tourism industry is a mature and repeatable research on the integration path

The model of cultural tourism industry integration can be roughly divided into path element model, sub industry model, regional case model and so on. In the research on the path element model of cultural tourism integration, Yuan Jun, from the perspective of industrial integration and industrial chain theory, takes the development of cultural tourism industry integration in Shenzhen as a case, and draws lessons from the past successful development experience, and summarizes three basic models for the interactive development of cultural industry and tourism industry in Shenzhen. Zhang Haiyan and Wang Zhongyun used qualitative method to analyze the driving factors of cultural tourism industry integration, and on this basis, constructed specific operation mode of industry integration, and put forward four realization forms of industry integration mode [12]. Taking Anhui Province as an example, Cheng Xiaoli and Zhu Yawen pointed out that the integration mode of the two industries mainly includes reorganization, infiltration and extension, according to the development status of the two industries in Anhui Province, combined with the development environment and resource conditions of various places. In addition, Xu Renli pointed out that to promote the integration of cultural industry and tourism industry, we must broaden the development mode.

III. The basic thinking of the integration development of cultural industry and tourism industry

1. Promote the scientific integration of culture and Tourism

While abandoning the traditional concept of cultural tourism integration development, we need to deeply realize that culture and tourism are closely related.

The rapid growth of public demand for culture is an important driving force to stimulate the development of tourism activities. Most cultural resources can be transformed into tourism resources. Anhui Province has rich tourism and cultural resources. When planning the undeveloped cultural industry resources, we can consider the development of tourism elements as the entry point; At the same time, the development of tourism activities accelerates the spread of culture and is the link to promote cultural exchanges. In order to promote the prosperity and development of cultural industry, we can take tourism resources and products as the carrier in the process of mining cultural industry, which makes the integration of cultural industry and tourism industry complement each other. Adding cultural elements to tourism development can deepen tourists' understanding of tourism connotation, and emphasize tourism elements in cultural mining, which helps to create attractive cultural products for tourists and promote Chinese culture. Its function in tourism development is mainly reflected in two aspects: cultural value and economic value; the ancient villages in southern Anhui are the main ones.

2. Promote the integration and diversification of cultural and tourism products

The design of cultural tourism products is the most important link in the integration of culture and tourism. Tourists endow tourism resources with cultural connotation and tourism characteristics by endowing them with a series of products from which they can gain spiritual and intellectual satisfaction. Add cultural connotation to promote the transformation and upgrading of tourism resources, and build cultural tourism complex and cultural tourism destination under the implementation of "tourism +" and "culture +" strategies. In order to improve the level and quality of the integrated development of cultural industry and tourism industry, Anhui Province focuses on planning cultural tourism complex and cultural tourism destination. As one of the top ten tourism projects in 2014, leisurely Lanxi cultural tourism resort shows Anhui province's efforts and determination in building cultural tourism complex. Leisurely Lanxi cultural Tourism Resort integrates cultural experience, sports and recreation Health, sports and leisure, holiday tourism in one, in

accordance with the national proposed SA level scenic area standard construction of Chinese leisure and holiday cultural tourism destination.

IV. Linkages between tourism and cultural industries

Summing up the development experience of the above cities, we can find that in the process of promoting urban culture, British cities not only focus on the economic derivative effect of culture itself and the necessary creative resources for cultural continuation, but also through the shaping of local characteristics. Produce the cultural nature of local economic consumption to maximize the interactive benefits of culture and economy. The specific significance and practice of its development and implementation have the following connotations:

1. The development of the industrialization of culture itself, with emphasis on production activities and global consumer markets, such as publishing, film, television, electronic music, design, popularity, and other cultures requiring special technologies and facilities; The link between cultural resources and tourism emphasizes the importance of consumption activities and space managers, such as the planning and development of cultural landscapes and the retail, restaurant and dining facilities required for tourism.
2. Policy and institutional aspects: the role of local government has changed from the supply position of direct services to the role of supervision and promotion, while private sector groups have replaced some of the functions of traditional government in the past, promoting the establishment of mechanisms for policy implementation. The pressure on the type of public-private cooperation is also increasing. Bianchini (1993) is the establishment of a stable partnership between local governments and the private sector, as well as the public welfare sector, to understand the status of the city's national and international urban cultural system, and then to promote the development of local cultural policies and cultural industries through the formulation of efficient action plans and the development of the ability of strategic decision makers. "(Bianchini,1993 : 206-208) In addition, policy and social discipline (policing & social discipline) have replaced the past emphasis on the redistribution of social resources as the focus of current urban policy; in other words, the establishment of an urban

development system. Therefore, in addition to local cultural resources, policy, institutional organization (government, private sector and other teams, as well as community participation in the construction of interactive networks), financial resources and other factors are also very important auxiliary conditions. That is, to establish a good public-private partnership, looking for the future direction and situation of development, is a topic to be discussed.

3. The legitimacy of the development of cultural industry: although the development background of cultural policy and cultural industry in various cities is not completely consistent, the promotion of economic benefits, urban regeneration and transformation with urban society are all positive affirmation, which provides the legitimacy of the development of cultural industry. (1) The sustainability of the preservation of social-cultural resources, the enhancement of social identity, the improvement of local imagery, the enhancement of interest in the local environment, the development of self-identity and self-confidence, and the search for local and people's self-identification with the emphasis on "local marketing (place marketing)", local cities are also a valuable commodity target in the international market. The most important thing is to attract investment and create a high-quality business development environment (Griffiths,1995) ° and to create and promote the development and creation of local cultural industries and related industries.

Nevertheless, cultural policy is not only positive, negative shocks such as Harry, Kearns & Grffiths, Bassett point out that the benefits of cultural and economic development are not as expected, but may also crowd out other urban development funds or plans (Griffiths,1995; Bassett,1993). Therefore, the development of cultural industry, in the contemporary historical development role of legitimacy support, the future topic will be the possibility and feasibility of research and discussion: where to start? The elements of the development of cultural industry? How to find the key factors of successful cases? How are local organizations and institutions formed? How is government policy involved? What remains involved is the establishment of a fully functioning institutional form.

V. DEVELOPMENT OF THE LOCAL CULTURAL

INDUSTRIAL INDUSTRY - ENTERPRISE AND ENTERPRISE OF THE CULTURAL SYSTEM

The development of local culture is not directly through activities or historical assets themselves to make money, but should emphasize the structural relationship between cultural development and the effect of local economic development. Using the development strategy of British urban local culture, we can deeply study how to create a place so that it naturally reveals the flavor of culture, whether in life, production, consumption or space, which can display the cultural images and characteristics it represents internally. It is the correct local culture. Based on this, this paper puts forward several ideas on the elements and systems of developing local cultural industry, and then analyzes the production logic of cultural industry and the image and spirit of regional space projected by it.

5.1 The significance and value of the elements of cultural industry development

Cultural industries, if it extends and expands, should refer to the culture itself and its associated development activities (activity), social (society)'environment (environment) and economic (economic) a phenomenon. Cultural industries used to be discussed as much as Sherry (1988), Or from a popular culture perspective, to discuss the associated economic benefits of cultural creation, then examine the function and difference of cultural industry. This narrow cultural view, often dwarf the value of culture in life and contribute to social survival. Because culture contains patterns of human behavior, and has a direct relationship (Stew ard,) with ecological and social structures 1995; From ancient Yiling, 2000). Therefore, On the phenomenon and representation of the act of cultural industry projected in space, it should be explained by the macro concept Basically, the connotation and development level of cultural industry can be arranged from the most basic life and survival needs (the continuation and reorganization of social system and structure) to the highest level of life enjoyment (cultural rooting and sustainable) needs. In the whole process, the reorganization of social structure, the cohesion of consciousness and the reconciliation of related elements should be the primary factors of industrial development; the presentation of the economic benefits of the second level, in the relevant research cases, is a stage of achievement. Under the condition that the social and economic basic needs are satisfied, it is necessary to maintain the cultural management, inheritance and root, and then it can be expected that the final purpose of the

cultural industry (or the highest needs of the residents of the region), the stage of cultural life, can be shaped and completed. The whole concept is the four-life pyramid of cultural industry development. Viewed from the point of view, culture is not only a manifestation of group behavior (social groups), but also leads to cultural differences according to the viewpoint of cultural geography (cultural geography), because of the inevitability of regional spatial division. In different regional spaces in Taiwan, a hundred years of life memory and cultural representation are recorded. Through the connection of space network, from south to north, from west to east, from seaside to inland and hilly, all of them leave behind the history and assets of cultural rooting, and also tell historical stories of different time and space. Therefore, the promotion and development of local culture is not only a verbal meaning of appearance, but also a record of internal reflection and time. It is a place of thought-provoking space and a stronghold to undertake the future, emphasizing the continuity of history and time and space. Not a cross-section. Therefore, if we want to create and continue the local cultural industry, the first concept is the cultural image meaning, and the presentation of the inseparable relationship with the local; how to reshape the spirit of regional culture and the characteristics of assets, Through the creation or remodeling of space to make the cultural invisible and ethnic life re-integrated. This will be a start.

In the calculation of the correlation between cultural industry and tourism industry, we find that the added value of cultural industry, tourism foreign exchange and domestic income, tourism person times and other economic benefit indicators have a high correlation with cultural tourism integration, which is the top priority of cultural tourism integration development in Anhui Province; The middle level indicators of relevance, such as the number of employees in major cultural institutions, museums, travel agencies and business income, tourist attractions and business income, may be the key factors to promote the deep integration of culture and tourism; The indicators with low correlation, such as the number and income of art performances, the number and income of star rated hotels, will become the direction of cultural tourism integration in the future. In the face of the development of cultural tourism integration at this stage, the author puts forward the basic ideas of development from the perspectives of integration concept, product design, format building and service improvement, in order to provide basic ideas for the deep

integration of cultural tourism in Anhui Province, and put forward suggestions for the integration of cultural tourism industry, so as to better stimulate the development vitality of industrial integration.

5.2 Production and consumption

If the concept of "target culture" is regarded as a growth pole (pole), Associated economic activities and benefits, Is in the growth area after the construction of important results. In other words, With the particularity of local cultural industry, and reshaping local imagery and boosting economic competitiveness, that is Zukin (1995) the creation of "symbolic economy (symbolic economy) (Note 15)" meaning of urban development. Further, based on the social significance and local power (local mobilization) of the development of cultural industry, As Cooke (1992) said, "As a result of local J, it is an important field for shaping the daily connection and circulation of consumption, work and life of the residents, so it forms an important momentum to rebuild local economy, social regulation and development change, and to produce regional space economy (space economy) important force. When the existence of cultural industry and production and consumption activities have economic effects, it will be an important base for the continuation and autonomy of cultural industry.

The development of chemical industry is to maintain the inheritance of local culture and adjust the impact of new culture or heterogeneous culture through the continuous development, input, adjustment and integration of activities in space. In other words, if local culture is not to fall into the historical cycle of traditional ancient civilization in the past and fade away, so that culture itself has a unique development form and vitality, it can be preserved when local economies develop restructures and face the challenge of heterogeneous cultural entry. As a result, cultural ecology emphasizes the management and integration of cultural environment, such as pointing out the guidance of local power, attaching importance to the presentation of regional new cultural characteristics and the emergence of residents' identity, and the spatial planning strategies and techniques (note 16) that must be adopted in the process of developing local culture.

5.3 life culture (life culture):

The ultimate goal of local cultural industry should be to carry out cultural life and develop local social identity, self-confidence and self-identification. As in the experience of urban

development in Britain, tradition and charm are used to create the life characteristics of a resident's needs. If these cities do not have the culture and art, the monuments, the aesthetics and style of urban architecture, and the people, events and space that accompany local culture, they will be lifeless. Not only can they not become world famous cultural cities, but most industrial activities and employment opportunities will not exist. Zukin(1995) pointed out : " Culture is an important resource to show the image (image) and memory (memories) of a city and a symbol of a sense of regional belonging (belong). Therefore, the root of local cultural industry is to enable people to enjoy the charm of cultural existence and experience the inner culture of different regions. The relationship between life and cultural industry will be a necessary and final realm of cultural industry system.

5.4 Sustainable Culture Social Capital Accumulation and Institutional Formation

The process of building the cultural industry, must be in time and space, and should belong to a dynamic structure and connection relationship. And sustainable culture, Construction of a harmonious network-union relationship between government, community and business actors, Form a perfect local cultural industry development of an important institutional framework. The process of creating local culture, Is required to operate through a set of spatial and local dimensions, interact with the manager's activities and produce institutional implantation (embeddness) development in a particular field, And then a spontaneous and continuous economic development and sustained growth momentum (Gregersonet.al.) from the inside 1997; Hudson, cited ° from the shaping of local culture and the orientation of the space development manager system (institutions of cultural and spatial governance), Looking back at the current cultural development in Taiwan, It is not difficult to find that cultural policy in the construction of local cultural awareness, Emphasizing forms of cooperation between the public and private sectors, such as the assistance of government programmes, the participation of private enterprises and the operation of local community organizations, The formation of local cultural images and the regeneration and cohesion of cultural consciousness, Have a certain degree of positive effect (civil society, 1998; Zeng Xuzheng, (1996)At the present stage, it can be observed that Taiwan is trying to enrich the local culture through the

development of local culture, the promotion of community overall construction, the importance of ethnic culture and the enrichment of local cultural hardware and software resources, to demonstrate a multicultural society and the importance of Chinese culture, 1998), Obviously, the construction of cultural field is the focus of Taiwan's cultural development in the future. In other words, the construction of a sustainable manager system also began to play an important role. Drawing on foreign experience and reflecting on the development of Taiwan's cultural industry, A "Sustainable Growth Triangle of Local Cultures" could be proposed in particular: " Government "," Community Organization J and "Culture-related Enterprise Note 16". For example, by amending the relevant urban planning regulations, Designation of "Cultural District and Cultural Facilities Land J," and at the same time in a "public easement J manner, when local traditional arts and arts activities are given in conjunction with celebrations or specific festivals, the right to use a particular space, in order to strengthen the combination of exhibition space and local arts and cultural activities and the development of local cultural industry, 1997).

Industry is an important institutional framework for achieving three goals: cultural sustainability, local economic development and regional regeneration. Among them, cultural related enterprises are the economic basis for the continuous development of cultural industry and the construction and existence of political system, that is, the role of "economic organization J; government is the supporter of integrating the adjustment mode of important social and local resources and guiding the continued development of cultural enterprises. With regard to community organizations, which are the main source of "ideology" in the institutional concept and are used to build consensus on the development of local culture, to shape the uniqueness of local culture and to strengthen the constitution and sustainability of culture. In the case of Fetherstone(1991), the organization's constituents should include artists, intellectuals, media experts and scholars, the so-called "intermediary of interaction in the development of new culture (new cultural intermediaries)"⁵And residents are also the basis of shaping local culture. However, the institutional structure and the operation of these organizations must be completed by the institutional and political compromise (institutionalized compromises) and regulation mechanism of the local society for the development of cultural industry. With the development of the

cultural industry affecting the regulation of local economic resources and possible power conflicts, the solution also falls on the level of government, as Lipietz(1987) in the regulation theory, the state (government) is regarded as the intermediary node (nodal point) of integrating the social regulation model, and a system form of compromise (Zhou Zhilong ,1998)° As for the representation of the interaction between the various institutional forms, the local development and the political regulation mechanism are an inevitable process, The relationship between government and local community organizations and residents is mainly based on the reconstruction of local culture and local regeneration, and then through the formulation of government departments' plans and the cooperation of cultural related enterprises, to link and create the possible integration of related consumption activities and space in order to boost the development of local economy. When an institutional form can operate in a stable state, the sustainability of culture is an inevitable trend, and the image of Taiwan's diverse, lively and vibrant regional cultural industry will be projected to the spatial orientation. This is the purpose and direction of cultural industry.

5.5 Production Logic and Marketing of Cultural Industry

1. In the stage of creation, supporting the development of art and attaching importance to cultural assets are the most basic projects, and the output of the subject matter, in addition to the traditional local cultural assets, which are already important products and resources of the past history, must be valued and preserved.
2. Since culture itself is not fully independent, the combination of cultural poles and connected activities, the environment, and interdependence among them are particularly evident and important. Both Blau (1989) and Gu Yiling (2000) studied the phenomena in the United States and Taiwan, and found that the amount of space for cultural creation, activity and association was dependent to a considerable extent. A survey conducted Wynne(1992) the UK also showed that pop culture and traditional handicraft culture, pure art and so on also have significant direct interaction with local retail stores between production and consumption. This phenomenon is like the emergence of flexible production mechanism in the process of globalization development. The popular

culture industry has produced G single professional market management network (flexibly specialized marked-governed networks) J (Lash & Urry 1993), and the production of traditional local culture should also attach importance to the interaction between activity and environment and space. As a result," the establishment of the cultural production space network (cultural product spatial network) J relationship not only conforms to the concept of flexible production emphasized by post-Fordism, but also enables local cultural industries to improve their overall physique and strengthen their economic competitiveness. To counter the regional and transnational homogenization process of globalization.

3. In the construction of local cultural industries, add marketing of cultural products and so-called regional "image marketing (image marketing) J (Kotler et.al, 1993) (Note XVII) Strategy, before practice, the idea of symbolic economic and image reconstruction of Zukin (1995) is revealed. Through the establishment of the visual and sensory effects of urban cultural symbols, And the specificity of the activity itself, to produce a local economic market consumer culture partition effect, to shape the uniqueness of the city. Strategically, through the arrangement of fixed festivals, celebrations and events, with space and residents, to achieve catalytic and synergistic effects, and then strengthen the vitality of local activities and economic vitality. Regional marketing, If Kotler et.al (1993) cannot be carried out by the power of either government or civil society alone, Basic compositional orientation, then it includes the institutional form discussed in the second part of this paper, that is, with the joint efforts of the so-called productive, official, academic, civil and media stakeholders, to actively promote and implement; The emergence of a non-profit organization is an important starting point.

5.6 Regional symbolism of cultural industries

Promotion and development of local cultural industries, not only to reconstruct and adjust the disordered cultural space, And the ultimate goal is as Harvey say, Construction through local field (place construction), To reshape people's psychological desires for local intimacy (family), security (security), and belonging (belonging), And in the process of space practice and social system adjustment and interaction'rebuilding the

collective hope of society (collective hope, 1993: 17); Namely the local "place domain place & territory characters)" shape. In the development of tradition and modernity, In the historical evolution of ethnic communication and integration, every living space you can find, all have unique site culverts, At the same time, it also records the common life fragments and cultural characteristics in the field circle. In the form of local cultural industries, what is expected is a space with regional history, ethnic feelings, traditional activities and local characteristics. As foreign experience shows, in addition to cultural feelings and learning is an important condition for local cultural regeneration strategies, in a physical environment with historical feelings, to enjoy and enjoy cultural participation, and then achieve the purpose of education, preservation, inheritance and communication. So, A distinctive regional cultural symbol (symbolic character), Will also be the implementation of cultural industry recovery and development elements.

From the above discussion on the elements, institutional forms, production logic and regional symbolism of the development of cultural industry, we know that the development of cultural industry not only has the price of consensus, integration environment and integration into life, but also has to boost regional economic development through the construction of production logic and regional symbolism. That is to say, the triangular structure of "government "," community group care" and "culture-related enterprises" is an important connotation of the institutional form of cultural industry development, and the institutional form is the key factor to the smooth development and promotion of cultural industry.

V. Study implications

As a hot issue, industrial integration was first proposed by foreign academic circles. After initial development, it was introduced into China and quickly became the claw point research object in related research fields. The research of cultural industry} I1 tourism industry integration is to build a bridge between the two industries. By using the theory of industry integration and interdisciplinary research methods, the two industry theories, which were originally in an independent state, began to cross penetrate each other, and appropriately supplemented the research space in the field of the original industry, on this basis, it has a certain theoretical significance to analyze the mechanism of the integration of cultural industry and tourism industry. The prosperity of tourism industry has

spread new consumption ideas and injected market vitality into the national economy. At the present stage of national economic development, the optimization, transformation and upgrading of industrial structure is urgent, and the industrial system needs to be further improved. The integration of cultural industry and tourism industry is expected to promote the development process of the industry, solve the development problems at this stage, and provide new growth points for economic development. This paper analyzes the current situation of cultural industry and tourism industry and their integration development, and realizes the quantitative analysis of the degree of industry integration, so as to put forward the path selection of cultural industry and tourism industry integration development, so as to better serve the economic development.

Vi. Study limitations

This paper analyzes, evaluates and discusses the integration development of cultural industry and tourism industry from the macro level. By selecting a total of 20 indicators in the respective fields of cultural industry and tourism industry, this paper constructs an evaluation index system of cultural tourism integration development, which provides empirical support for cultural tourism integration. In view of the limited level of the author, the content of the article will inevitably appear deficiencies, now some details are discussed and prospected.

Try to increase the number of cases, through horizontal comparison to improve the persuasion of research conclusions. This paper mainly takes Anhui Province as an empirical case to analyze the integration development of cultural industry and tourism industry. The conclusion is reliable, but it can be further deepened. By adding neighboring provinces and major tourism cities in China as the control group and making horizontal comparison, on the one hand, it can increase the richness of the research volume, On the other hand, we can learn from the excellent experience of other provinces and cities in the future development of Anhui Province, which is helpful to promote the deep integration of culture and tourism industry in Anhui Province.

IV. Conclusions

The cultural industry should be based on a local, creative and unique cultural resources ontology, and then in the production mode, production organization and production form derived from the direction of an internal, strategic cultural

development form and structure; it is a living and can maintain the local culture sustainable important elements. This kind of development strategy of "internal" should emphasize the system, mechanism, person, life and connotation, and the angle of conception should also emphasize the beginning of the development of life aesthetics and culture and art from the perspective of the integration of culture and environmental resources. In addition, in the process of environmental construction and sustainable development of cultural industry," being involved "maintains the evaluation direction of cultural life and whether the whole industry benefits. The formation of culture without human participation, culture is not a part of life, but represents another consciousness and symbolic meaning, especially the transformation of cultural industry into urban space, the expectation of interaction and connection to urban development, the potential purpose and demand of human beings, and the understanding of participation intention and behavior will be the key to promote the cultural industry to bed and continue the cycle of regeneration. After all, we do not want the cultural industry to be in the position of "psychological bias" more than "actual action" of the people.

Facing the future, the general trend of the development of China's cultural industry presents the following three characteristics: (1) popularization, most of the cultural creation comes from ordinary life, and the people are the creators of social culture. With the emergence and popularization of social networks and media, the way of cultural creation and communication is not what it used to be. Ordinary people begin to step on the cultural stage and jointly promote cultural innovation (2) Integration, integration is an inevitable trend, the integration of different cultures, cultural industry and other industries, gradually replace the original single industry, become a new driving force to promote economic transformation. Injecting cultural elements into the development of such fields as science and technology industry, tourism industry and financial industry will not only enhance the connotation of products, but also help to build new formats and promote economic development. In the long run, China will focus on promoting the Chinese traditional culture to the world and promoting the cultural soft power of China. Enhance the core competitiveness of the country.

Local cultural industry may be less than a large number of tangible historical space in Europe's assets, but diverse local cultural activities, living

habits, food, technology and so on, and intangible cultural awareness, but also through the establishment of the system to inherit the focus. In the whole process, of course, we must emphasize the participation of the people, the enlargement of the concept of planning, the intervention of local independent forces, and the dominance of folk cultural resources. However, the integration and initiative of the government's strategic actions also play an important role in pushing and forming a "leadership group" with the private sector. In the past, the cultural policies and measures of the government were often individual leaders but lack of management and management, and the benefits they could create were often lower than the objectives and ideals of the policy, and then criticized. It is a successful strategy of re-development of local culture industry, which can make the development of local culture industry "warm and soft" in space.

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