

# Study on the Formation Path of New Growth Points of Cultural Tourism Economy

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**Abstract:** Limited by the epidemic situation, the pressure of continuous economic downturn and the lack of tourist experience, Xiamen's cultural and tourism economic development is facing problems of insufficient power, such as insufficient innovation of tourism products, sufficient excavation of local culture, unbalanced regional development, lack of compound talents in the tourism industry and so on. Therefore, in the context of cultural tourism integration, this study is committed to analyzing the development trend of cultural tourism economy at home and abroad, and on this basis, constructing a comprehensive measurement index system to comprehensively evaluate the high-quality development level of cultural tourism economy in Xiamen, analyze its development status, and learn from the development of cultural tourism economy in other regions to analyze the shortcomings of cultural tourism economic development in Xiamen.

## 1. Introduction

Both culture and tourism industries have high relevance and wide radiation (Zhang Chaozhi and Zhu Minmin, 2020). The development of high-quality cultural tourism economy in Xiamen can not only provide rich cultural and tourism products to better meet the goal of people's growing needs for a better life, but also stimulate the development of related industries in Xiamen through its relevance driving and back feeding role. The purpose of cultural tourism integration is to promote the transformation and upgrading of cultural industry and tourism industry to meet the needs of people's better life. Accordingly, this paper puts forward countermeasures and suggestions for cultivating new growth points of culture and tourism economy in Xiamen.

The phenomenon of path dependent development of cultural tourism economy is particularly common<sup>[1]</sup>. The reasons can be summarized as follows: first, system maintenance. The change of rules and regulations requires a lot of human and material support, and the results of the change also need to bear greater risks. Therefore, for the sake of insurance, decision makers do not want to take the initiative to change the current situation; The second is the limitation of consciousness. Creativity is not created out of thin air<sup>[2]</sup>. It needs the support of knowledge, insight, technology, experience and other aspects. When cultural and tourism industry practitioners do not have certain knowledge and knowledge literacy, it is difficult to break through the existing consciousness and produce interesting "new ideas"; Third, ticket economy. The "ticket dependence" of Xiamen's culture and tourism industry still exists. After holding the basic economic source of tickets, it is difficult for operators to break through inertia and actively create other highly flexible economies.

## 2. Literature Reviews

Dai bin (2019) believes that the development of China's cultural tourism industry has entered a high-quality development stage of cultural tourism integration. It is necessary to promote the transformation and upgrading of cultural tourism industry and build a world cultural tourism power.

Similar to the focus on regional economic competitiveness in the field of macroeconomic research, scholars at home and abroad pay attention to the development level of regional tourism industry, which is obviously reflected in the description and analysis of the competitiveness of tourism industry<sup>[3]</sup>. The competitiveness of tourism industry reflects the comprehensive comparative advantage and competitive advantage of a tourism destination in the process of tourism industry development and is the embodiment of the comprehensive ability of regional tourism industry development (Abreu novais et al., 2016).

The competitiveness of tourism industry is very important for tourism destinations, because it is related to the potential tourism market share of the region. From the construction and improvement of the conceptual model of regional tourism industry competitiveness measurement (Dwyer and Kim, 2003; Crowes, 2011), to the quantitative comparison and difference analysis of tourism industry competitiveness in different regions (Zhang et al., 2011; Xu Xiantang et al., 2015), to the innovation and introduction of regional tourism industry competitiveness measurement methods (Lopes et al., 2018; G ó mez Vega and picazo Tadeo, 2019), Domestic and foreign scholars' research on the competitiveness of regional tourism industry has progressed layer by layer and tends to be mature. However, it should be emphasized that the measurement model of tourism industry competitiveness is not equal to the measurement model of high-quality development level of tourism industry<sup>[4]</sup>. The former emphasizes the core position of quantitative indicators in the process of tourism industry development and focuses on the market scale and growth rate of tourism industry development. Therefore, it cannot reflect the quality competitiveness of regional tourism industry development, nor can it simply replace the high-quality development level of regional tourism industry.

The research on the operating efficiency of tourism enterprises not only includes the measurement and analysis of the operating efficiency of tourism hotels, travel agencies and tourism transportation (fern á ndez and Becerra, 2015; ram í rez Hurtado and Contreras, 2017; Chang et al., 2017), but also includes the evaluation and analysis of the operating efficiency of scenic spots, tourism listed companies and tourism catering enterprises (Cao et al., 2016; Assaf and josiassen, 2012).

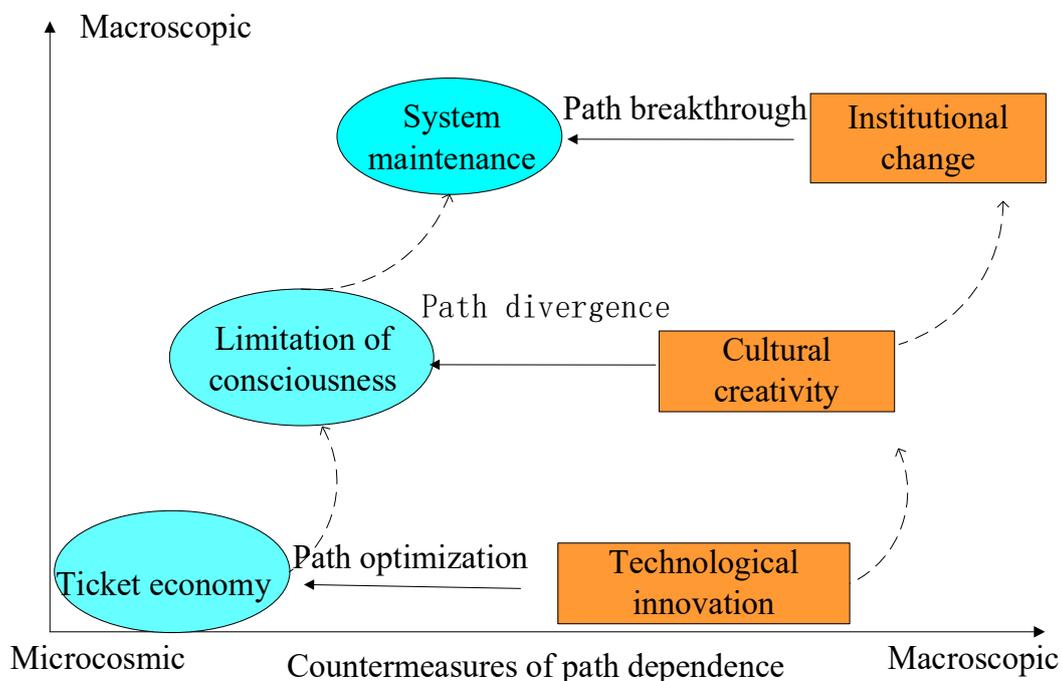


Figure 1 Countermeasures of path dependence of cultural tourism economy in Xiamen.

According to the above three reasons, this topic puts forward the following three targeted research schemes: first, institutional change, fundamentally overcome the path dependence, and realize the path breakthrough of the new growth point of culture and tourism economy in Xiamen under the integration of culture and tourism; The second is cultural creativity, which diverges from

the path of carrying out cultural creativity with the help of the carrier of tourism industry and realizing the new growth point of culture and tourism economy in Xiamen; Third, technological innovation, integrate the cultural industry and tourism industry through high and new technology, increase the proportion of experience economic income, reduce the economic dependence on tickets, and optimize the path of the new growth point of cultural and tourism economy in Xiamen.

### **3. Institutional Changes**

At present, Xiamen's culture and tourism economy is facing a stage of evolution from extensive development to high-quality development. Based on the analysis of the connotation of high-quality development of cultural tourism economy in Xiamen, this topic regards the formation of the new growth point of cultural tourism economy in Xiamen as a dynamic evolution process. In order to realize the new growth point of cultural tourism economy in Xiamen, it is necessary to coordinate the relationship between the government and the market, so as to promote the speed and efficiency of supply-demand matching of cultural tourism market. Among them, innovation is an important means to realize the coordination of relations in the development of cultural tourism and break the path dependence. To promote the formation of new growth points of cultural tourism economy in Xiamen, we first need to clarify the "bottleneck" of its industrial development, that is, whether the existing cultural tourism economic development in Xiamen has formed path dependence, correct the existing "lock-in" effect, and form "path innovation" from the concept of cultural tourism industry integration, so as to realize the new growth point of cultural tourism economy in Xiamen. This study constructs the path dependence and multiple locking model of Xiamen cultural tourism economy from the process of cultural tourism economic development, analyzes the multiple "locking" effects of industrial development stakeholders, including supply side and demand side, on industrial development from the perspectives of cognitive locking, economic locking and governance locking, and analyzes the "path innovation" brought by industrial integration and digital economy to Xiamen cultural tourism economic growth.

This topic discusses the formation path of the new growth point of cultural tourism economy in Xiamen. With the support of path dependence theory, there are contradictions in the development of cultural tourism economy in Xiamen, such as the system and mechanism of cultural tourism industry development does not adapt to the requirements of comprehensive industry and comprehensive law enforcement, and the policy environment needs to be optimized; The supply of cultural and tourism products is insufficient, the products are lack of innovation and experience; Insufficient consumption potential of cultural tourism market; Cultural tourism infrastructure and public services lag significantly, and the task of making up for weaknesses is arduous; The civilized quality of tourists and the overall quality of employees need to be improved, and the market order needs to be standardized. At a deeper level, these problems are the development "bottleneck" brought by the path dependence of industrial development. We need to further seek path innovation and organically infiltrate cultural factors into the high-quality development of tourism industry.

At present, with the continuous improvement of people's living standards, people's spiritual needs, spiritual needs, experience needs, and authenticity needs in the process of cultural and tourism consumption are increasing, and the cultural and intellectual needs of cultural and tourism content are increasing. Therefore, starting with the idea of cultural tourism integration, combined with the relevant theories of Institutional Economics (institutional change theory and Path Dependence Theory), this topic puts forward the formation path of new growth points of cultural tourism economy in Xiamen from the supply side and demand side, and provides some reference and guidance.

### **4. Cultural Creativity**

Through cultural creativity, the development of cultural tourism economy in Xiamen has changed from path dependence to path divergence. The analysis of the formation path of new growth points of cultural tourism is a prominent and urgent problem. In practice, for a long time, we

have paid more attention to the expansion of quantity, that is, the growth of cultural tourism economy scale; When talking about the high-quality development of cultural tourism economy, we also put more emphasis on the quality of cultural tourism products and services. In fact, product quality and service quality are just the quality of cultural tourism enterprises at the micro level. Looking at the quality of cultural tourism at the meso and even macro levels, what is more important is the structure of cultural tourism industry<sup>[5][6]</sup>. Combined with the idea of cultural tourism integration, take cultural creativity as the path to form a new growth point of cultural tourism economy. At present, there are some phenomena and problems in Xiamen's cultural and tourism market, such as insufficient cultural connotation of tourism products, rampant homogenization, weak brand personality and lack of cultural creativity (Li, 2019), resulting in a serious surplus of repeated tourism projects, while the supply of effective cultural and tourism products is insufficient, which cannot meet the psychological needs of consumers, resulting in the mismatch between product supply and demand in the tourism market. The impact of cultural creativity on the cultural tourism industry is essentially the penetration, radiation and extension of the value chain, which promotes the appreciation of the cultural tourism value chain (Zhou and Tan, 2020). Cultural creativity is the organic combination of culture and resources, society and technology. With the strong innovation ability of innovation and creativity, it can realize the strong support of culture to the economy. It can be seen that cultural creativity can be applied to most economic entities.

Guo Yifang (2016) believes that creativity includes cultural creativity and scientific and technological creativity. Scientific and technological creativity is to meet people's functional needs, while cultural creativity is to pursue the cultural value contained in products and enable consumers to get spiritual experience. The cultural tourism industry (enterprise) combines its own supply capacity, forecasts and analyzes the market demand, changes from low added value to high added value, avoids the ineffective supply of cultural tourism products (services) to the greatest extent, and truly realizes the transformation and upgrading of Xiamen's cultural tourism economy from extensive to intensive. Therefore, under the concept of cultural tourism integration, this topic constructs a framework of cultural tourism economic development from path dependence to path divergence, which provides some reference for in-depth analysis of the relationship between quality, efficiency and power in the development of cultural tourism industry, breaking path dependence and realizing the new growth point of cultural tourism economy in Xiamen.

## **5. Technological Innovation**

Through technological innovation, Xiamen's cultural tourism economy has realized from path dependence to path optimization. From the perspective of enterprises, the change of factor intensity (the transformation from labor-intensive industry to capital and technology intensive industry) occurs through the improvement of capital, technology and human capital, and promotes the upgrading of industrial chain and value chain from low-end link to high-end link. Finally, the added value of tourism products (services) is improved by reforming supply and meeting market demand (Gereffi, 1999). From the regional level, the realization of the new growth point of cultural tourism economy in Xiamen needs the help of an industrial development platform. In a certain region, it is required to pay attention not only to the expansion of the total supply of cultural tourism industry, but also to the application of technological innovation in the development of cultural tourism economy (such as IP Tourism), so as to improve the quality of cultural tourism products (services). In the process of cultural and tourism economic development in Xiamen, the follow-up development of some scenic spots is weak (the supply of low-level products is excessive, but the supply of products that meet people's needs is insufficient), resulting in a waste of tourism resources and excess tourism capacity (ineffective supply). We need to rely on technology to innovate the development, display and experience process of cultural and tourism products, and obtain consumer demand in real time through technological innovation, The targeted development of cultural tourism products will maximize the matching between the supply and demand of cultural tourism products and promote the formation of new growth points of cultural tourism economy in Xiamen.

In the era of digital economy, the key way of technological innovation is to embrace Internet technology. The important role of Internet technology in the development of culture and tourism economy is mainly reflected in the fact that the sharing economy based on mobile Internet technology is giving birth to new service formats and business models, expanding the transaction scope of culture and tourism products (services), reducing transaction costs, and realizing accurate and timely matching between supply and demand. For example, through virtual technology, the visual display of virtual characters and traditional stories in the form of sound, image and animation is to realize the development of new products through technology integration. With the rapid development of digital technology and information technology, the penetration and influence of information technology industry on all aspects of people's daily life are becoming wider and wider. In addition to virtual technology, the cultural tourism industry can also improve its industrial added value by accepting and absorbing the technologies of other industries (Internet information technology, etc.), maximize the return efficiency of capital investment, and form an optimized path of high-quality integrated development of "cultural tourism + multi industries". Under the transformation of information technology, the innovation of cultural tourism products is no longer limited to the single use of elements such as pattern, text, sound and color, but can realize the integration of cultural tourism product creation and production mode and the all-round integration of elements through digital hardware equipment, computer technology, multimedia technology and a series of application software, It innovates and enriches the connotation and manifestation of new cultural tourism products after industrial integration. In addition, the use of Internet technology to realize the publicity and dissemination of products and services, and the digital processing of the whole industrial chain of consumption have gradually become a trend. For example, the rise of Tiktok, xiaohongshu, webcast, etc. has made many online popular cities and tourist attractions popular. In the process of cultivating new growth points of cultural tourism economy, Xiamen needs to closely combine Internet technology, give full play to the advantages of Internet technology in innovating cultural tourism products and improving industrial operation efficiency, improve the total factor productivity of cultural tourism industry, and promote the formation of new growth points of cultural tourism economy.

## **6. Policy Suggestion**

From the previous empirical analysis, it can be found that although Xiamen is rich in cultural and tourism resources and the level of resource endowment and service facilities has always maintained an upward trend, the performance of the structural optimization and function exertion subsystem is unstable<sup>[7][8]</sup>. Both are greatly affected by the epidemic, and the structural optimization subsystem shows a continuous downward trend under the repeated influence of the epidemic. In order to optimize the structure of Xiamen's cultural tourism industry and give full play to its role in stimulating the economy, it is necessary to deepen the supply side reform, enrich and optimize cultural tourism products, and promote the transformation and upgrading of Xiamen's cultural tourism industry to high-end, experiential and high value-added.

### **6.1. Enrich the Supply of Cultural Tourism Products**

With the change of people's demand for cultural tourism products (services), high-quality, personalized and customized experiential cultural tourism products (services) have become more and more popular. Therefore, diversified and high-quality cultural tourism products (services) are the focus of the formation of new growth points of cultural tourism economy in Xiamen. We should pay attention to the supply structure, tourist structure, consumption structure, entry-exit structure and other aspects of the cultural tourism market, and carry out targeted development on this basis, such as research tourism, wedding dress tourism and creative tourism. Improve the quality of tourism products (services), continuously increase the proportion of high flexible consumption in the total consumption, guide tourists to make rational and experiential consumption, and improve the happiness and satisfaction of tourists' consumption.

As an important way to deepen educational reform and develop quality education, research travel

has gradually become a rigid demand for primary and secondary school students, driven by policy support and the transformation of educational ideas, and has set off an upsurge in the educational and tourism circles<sup>[9]</sup>. As a well-known tourist city in China, Xiamen is known as the "garden on the sea". It is rich in tourism resources. It is an important research travel destination in China. Many research travel projects choose Xiamen as the destination. Xiamen has a broad research travel market. Xiamen has a good foundation for the development of research and study travel, and has the Jimei research and study headquarters, the only research and study travel base to Taiwan in the mainland. Although the research travel in Xiamen has been greatly impacted by the epidemic at present, with the opening of the three child policy, the population aged 3-16 will continue to grow in the future. It can be predicted that there will be a large market demand for research travel after the epidemic, which may become one of the new growth points of Xiamen's cultural tourism economy. Xiamen needs to fully grasp the market demand of research and study travel, strengthen the construction of research and study base, create high-quality research and study courses, build Xiamen into a well-known research and study travel brand in three places on both sides of the Strait, and attract teenagers from all over the country to Xiamen for research and study travel.

Traveling with professional photographers has become more and more popular in recent years. Many travel agencies have also launched travel photography products, such as wedding photography, honeymoon photography and so on. In the process of travel, taking photos has become the main concern of tourists. The tourism destination is the stage, the tourism attraction is the background, and tourists become the protagonist under the magnesium lamp. They wear gorgeous services, make-up and exquisite makeup to show their most confident self. Professional tourism shooting can enable tourists to obtain high-quality and personalized experience, which is conducive to the construction of positive reputation of the destination. As a "sea garden", Xiamen has beautiful natural scenery. Many travel agencies choose Xiamen as their destination. Xiamen can increase its support for the tourism photography industry, rely on high-quality scenic spots such as Xiamen Huandao Road, botanical garden, shapowei and Gulangyu, improve the infrastructure construction of tourism photography, gather a number of professional tourism photography enterprises, build a nationally famous tourism photography base, and develop an industrial chain with the theme of "wedding photography + honeymoon tourism".

Compared with the traditional sightseeing tourism, the level of exhibition tourism is higher, the consumption capacity of its target population is often stronger, and the promotion effect on the host will be stronger. Therefore, the development of exhibition tourism is conducive to improving the added value of the tourism industry and bringing new growth points to Xiamen's cultural and tourism economy. Xiamen has unique advantages in developing exhibition tourism. Firstly, it has excellent natural environment and perfect hotel reception facilities and Exhibition infrastructure. At the same time, the 2017 BRICs conference was held in Xiamen, which has attracted global attention as the venue of the conference. However, due to its small economic volume and geographical location between the Yangtze River Delta and the Pearl River Delta, Xiamen is not a central city of large commercial areas. Therefore, compared with the cities in the north, Shanghai, Guangzhou and Shenzhen, Xiamen is in a weak position in economic geography. In order to improve the competitiveness of Xiamen's Convention and exhibition industry, we can increase the subsidies for participating projects in Xiamen, attract high-standard exhibition projects, cultivate special Convention and Exhibition talents, improve the supporting facilities for the development of the Convention and exhibition industry, increase the publicity of Xiamen's Convention and exhibition industry, and attract more exhibitions to choose Xiamen as the host.

Knowledge is a new driving force to promote economic growth, while the creative economy is the core of the knowledge economy. As a representative of the creative economy, the cultural and creative industry is not only conducive to the transformation and upgrading of industrial structure and the increase of industrial added value, but also effectively enhance the influence of urban culture. Xiamen has many cultural and creative industrial parks, such as Jiahe grain depot, Lianfa Huamei space cultural and creative park, shapowei art West District, Longshan cultural and Creative Industrial Park, Strait architectural design cultural and creative park, etc. However, at

present, some cultural and creative parks in Xiamen have problems such as unclear positioning and difficult sustainable development. Many cultural and creative parks are actually operated by real estate developers, who use the names of cultural and creative parks to attract investment or sell houses, The business they operate does not reflect the characteristics of cultural and creative parks, which is not different from traditional commercial parks. Only a small number of cultural and creative parks rely on gathering cultural and creative enterprises and holding exhibitions to generate income. In order to solve this problem, when approving and planning the cultural innovation park, the government needs to effectively guide the industrial function of the cultural innovation park, strengthen the guiding role of leading enterprises, cultivate industrial clusters in the park, form a complete set of cultural innovation industrial chain such as product incubation, financing, promotion and talent training, integrate park resources and improve the overall competitiveness of the cultural innovation park.

## **6.2. Protect and Inheritance of Traditional Culture**

Xiamen is located in the gathering area of overseas Chinese in Southern Fujian, Taiwan and Southeast Asia. It is a famous port scenic tourism city in China. It integrates mainland culture and marine civilization and breeds a profound cultural heritage. As of February 2022, it has 2 human intangible cultural heritages represented by Nanyin and Songwang boat, 15 International Intangible Cultural Heritages represented by Xiamen lacquer line carving technology and Gezai Opera, 7 national key cultural relics protection units, and Gulangyu, a world natural and cultural heritage site. Xiamen has taken many actions to protect traditional culture, and there are special docking units to undertake the obligations of traditional culture protection and inheritance, such as Xiamen South Orchestra and Xiamen Gezai Opera Research Center. However, there are still problems such as low popularity and influence and insufficient economic value. Few tourists who come to Xiamen will go to experience the traditional culture of Xiamen.

In order to fully develop and carry forward Xiamen's traditional culture and inject new vitality into Xiamen's culture and tourism economy, we need to pay attention to the brand construction of traditional culture. First, we should innovate the presentation of traditional culture. The main reason why many traditional cultures are difficult to attract young people is the lack of interesting experience. Therefore, we can combine digital information technology with traditional culture and use virtual reality and other innovative tourism experience methods to create a sense of immersion and improve the experience of tourists; Second, deeply tap the traditional culture, develop cultural and creative products with unique Xiamen characteristics, enable creativity, and improve the economic value of traditional culture. For example, Xiamen lacquer line carving technology is very suitable for the development of cultural and creative products and tourist souvenirs; Third, it is necessary to innovate the way of publicity and promotion of traditional culture. The traditional culture of Xiamen, such as Nanyin and Gezai Opera, can be digitized by using Internet technology, and promoted on social platforms such as Tiktok, Weibo and wechat, so as to improve the popularity of traditional culture and attract more tourists to experience the traditional culture of Xiamen.

## **6.3. Improve the Quality of Cultural Tourism Products**

The cultivation of new growth points of cultural tourism economy in Xiamen can not simply rely on the increase of people to increase the income of cultural tourism, but need to create more added value of cultural tourism products (services) through the in-depth development of cultural tourism resources and innovative and creative activities in Xiamen. Xiamen's tourism products are mostly coastal sightseeing tourism, lack of in-depth experience projects, and are seriously homogenized, losing the unique characteristics of the place. For example, zengcuolong food street has the problems of serious product homogenization and insufficient product innovation. In addition, many scenic spots still rely on "ticket economy". For example, according to many tourists who travel to Xiamen, many individual scenic spots on Gulangyu need to charge additional tickets, which are expensive and lack of experience after entering, which seriously affects the whole tourism experience.

Improving the quality of cultural tourism products is the starting point to promote the economic growth of cultural tourism in Xiamen in the future. Specifically, first of all, we need to improve the energy level of the existing cultural and tourism industry, such as digging into the cultural heritage of Gulangyu international community, highlighting the humanistic temperament of Gulangyu Piano Island, holding more influential music festivals, reducing homogeneous products and deepening the experience of tourism products; For the coastal tourism products of Huandao Road, it is necessary to strengthen the construction of coastal tourism infrastructure, effectively meet the needs of tourists in the process of coastal tourism, optimize the coastal vacation environment and cultivate high-end coastal vacation groups. Secondly, it is also necessary to subdivide the market according to the demographic characteristics, geographical distribution characteristics, consumption psychology and behavior characteristics of the consumer groups of cultural and tourism products, enrich the types of tourism products, and provide diversified and personalized tourism products and services according to local conditions, such as exhibition tourism, vacation tourism and red tourism, so as to meet the tourism consumption needs of different tourists; At the same time, we should also deliberately cultivate the high-end tourism market, avoid low-end sightseeing tours, and develop diversified and in-depth experiential tourism. For example, we can use the high-quality mountain and hot spring resources outside the island to develop convalescent tourism, challenge extreme tourism, and use Xiamen's intangible cultural heritage to create well-known Tourism live performances.

#### **6.4. Optimize the Spatial Development Pattern of Culture and Tourism Industry**

We should pay full attention to the negative effects brought by the regional uncoordinated development of cultural tourism industry, redistribute resources, realize the regional coordinated and balanced development of cultural tourism industry, and inject new impetus into the economic development of cultural tourism in Xiamen. At present, there is a serious regional imbalance in the development of cultural tourism in Xiamen. The island is obviously better than that outside the island in three aspects: the upgrading of tourism products, the improvement of tourism infrastructure and the increase of tourism regional contribution. Tourists are mostly concentrated in Siming District and Huli district. The development of cultural tourism resources such as Xiang'an District, Haicang District and Tong'an District outside the island is limited. Tourism products are weak, small and scattered. They have not been connected into a piece and form a network, and their popularity is low. In fact, there are a large number of high-quality cultural tourism resources outside the island, such as Riyue Valley Hot Spring theme park, Tianzhu Mountain Forest Park, Beichen mountain scenic spot, Tong'an film and Television City, Fangte paradise, Lingling International Circus City, etc. However, due to insufficient popularity, long distance from the core scenic spots on the island, inconvenient transportation and other reasons, foreign tourists rarely consider these places before coming to Xiamen, Therefore, the travel time reserved for Xiamen is often very short. Tourists often choose core scenic spots such as Gulangyu, zengcuolong, Nanputuo and shapowei, and rarely choose scenic spots outside the island.

### **7. Conclusion**

In order to solve this problem, first of all, government departments need to strengthen policy guidance, give additional policy assistance to cultural and tourism enterprises outside the island, cultivate leading market players and strengthen the cultural and tourism industry outside the island; Secondly, it is also necessary to improve the transportation from the core scenic spots in Xiamen island to the scenic spots outside the island, try to achieve point-to-point, shorten the time and distance, and strengthen the regional linkage development. In this way, it can not only alleviate the overcrowding situation of the core scenic spots in Xiamen Island in the peak season, but also disperse the flow of people to the scenic areas outside the island, so as to promote the coordinated development of culture and tourism economy in and outside the island; Finally, we should build the brand of cultural tourism resources outside the island. At present, when it comes to Xiamen, the tourism resources that foreign tourists can associate with are often the core resources of Gulangyu Island, Xiamen University and other islands. Therefore, government departments need to increase

the exposure of cultural tourism resources outside the island, improve the popularity, and build the cultural tourism resources outside the island into a beautiful business card of the cultural tourism industry of Xiamen.

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