

Research on the Coordinated Development of Cultural Tourism and Urban Economy

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Abstract: This article mainly starts from the actual development status of China's current urban economy and cultural tourism industry and analyzes the feasibility of the synergistic development between the two. It is a multi-angle and multi-directional effect on the coordinated development of urban economy and cultural tourism. In-depth analysis and research have been carried out on the realization path, to fully grasp the main context of the development of urban economy and cultural tourism, abandon the outdated and outdated resource development, operation, and utilization models, and enhance the urban economy and cultural tourism from the perspectives of resource property rights and space. The possibility of coordinated development of the industry, and actively explore the best integration path between the two, so that the two can complement each other and promote together, to achieve the coordinated development of urban economy and cultural tourism.

1. Introduction

Cultural Tourism (Cultural Tourism) mainly refers to a conscious activity that uses tourism to realize the perception, experience and understanding of the development of human civilization. From a broad perspective, cultural tourism is mainly a characteristic tourism project that mainly focuses on appreciating the related traditional culture of foreign countries, tracing human history, and participating in various unique traditional cultural activities. With the continuous improvement of people's living standards and cultural quality, cultural tourism has gradually become the leading project of China's tourism industry, leading the new vane of tourism development. Urban Economy is mainly a regional economy formed by the aggregation of various non-agricultural economic sectors such as commerce and industry [1]. The urban economy is a large space where the city is the basic carrier and development. There is a direct connection between urban economy and tourism culture. From the perspective of macro development, there is a subtle connection between the two. It can also be said that the relationship between the two is relatively close, complements each other and promotes each other, and is a community of social development. With the continuous development of China's tourism industry, it has imperceptibly promoted the further development of the city's economy. Under the new normal of development today, if you want to integrate the two closely and fully demonstrate the functional advantages of the two, you need to gradually enlarge the strengths of the two to make up for each other's shortcomings to achieve mutual promotion [1]. Development, carry out coordinated development to the end, and lead the era of the integration of urban economy and cultural tourism.

2. Analysis of the Status Quo of Cultural Tourism and Urban Development

2.1 Overly Fixed Model

The first driving force for the development of China's current cultural tourism industry is innovative management models and technologies. To better meet the individual needs of travel enthusiasts, China's tourism industry uses its own marketing and industrial model requirements to excavate high-quality elements of urban culture and infiltrate them into tourism products. Through the analysis of the application and development status of China's many tourism industry models, it is

found that the overly fixed industry model is one of the objective factors that cannot achieve breakthrough development, let alone achieve coordinated development with the city's economy. The main manifestations are as follows Several aspects [2]. First, although China's current cultural tourism is slightly rich in form, it is mainly based on the development of heritage resources. Many tourism industries place the focus of industrial development on the development of heritage resources, resulting in the development and use of It caused irreversible damage to heritage resources, and the impact was relatively severe. At the same time, due to the obvious seasonality of these cultural heritage tourism projects, they are very popular during peak seasons, and sometimes they cannot make ends meet during the off-season. This not only affects the inheritance of China's important cultural heritage, but also causes certain problems for the economic development of local cities. Second, although the tourism industry in some cities in China recognizes the urgency of industrial model innovation, from the perspective of practice, the tourism industry in many cities uses cultural performances as the last bargaining chip, and innovation and practice are not strong, and ideas are not [2]. Although there has been a wave of characteristic cultural performance activities in ancient cities such as Xi'an and Lijiang in China, they have a certain timeliness and are not a long-term solution. The uniqueness and innovation of tourism products are the king of development.

2.2 Resource Advantages Lack Development Efforts

China's current cultural tourism industry has many very developmental cultural tourism elements, and only developers need to use professional development and operation methods to develop unique and charming cultural tourism products. However, from the perspective of the development status of cultural tourism resources in various regions in China, the level of resource development is relatively backward, the presentation of various cultural tourism resources is more singular, and the revisit rate of tourists is relatively low [3]. To a certain extent, the development and utilization of such cultural tourism resources can be described as unsuccessful, and the substantive significance is not prominent. It will have an extremely negative impact on the sustainable development of the city's economy and will also hinder the further development of the cultural tourism industry.

3. Feasibility Analysis of Cultural Tourism and Urban Economic Development Coordination

3.1 In Terms of Property Rights

From the perspective of economics, there is an inevitable connection between cultural tourism resources and the city's economy. The property rights of the resources are an important carrier of the connection between the two and the balance point for the coordinated development of the two. Marx once interpreted property rights as an essential power that people deliberately exercise. Also, experts and scholars define property rights as property control and ownership [3]. For the cultural tourism industry, property rights have always been a key issue in the industry. If you want to clarify the related issues of cultural tourism property rights so that it can achieve coordinated development with the city's economy, it is necessary to rationally classify various cultural tourism resources. Start with the scientific and reasonable classification of various cultural tourism resources according to their artificial creation, historical relics, natural existence, and other elements. At the same time, it can also be divided into renewable and non-renewable cultural resources from the perspective of whether it is renewable. After assessing the real economic value of various cultural tourism resources from these two perspectives, the fundamental path for cultural tourism and urban economy to achieve coordinated development is found out, and different types of cultural tourism resources and the economic development of the city are integrated into one [4]. Exploring the context of coordinated development, to create a classified operation path of cultural tourism resources that is most in line with the coordinated development of urban economy and cultural tourism, and effectively realize the coordination of urban economy and cultural tourism based on the definition of property rights. Sexual development.

3.2 In Terms of Space

In terms of economic activities in space, economic geography is the basic theory. From a basic theoretical analysis, economic geography is closely related to spatial agglomeration. As the external migration of labor and the externality of capital gradually increase through regional integration, large-scale spatial agglomeration will inevitably occur. Under the basic theories of economic geography, the particularity of cultural tourism-related resources can be amplified, so that various renewable cultural tourism resources can be incorporated into the overall economic development system of the city, while some non-renewable cultural tourism-related resources will be classified as quasi-public goods, which cannot be defined by the laws of the market [5]. Aiming at these renewable cultural tourism resources, they are extremely creative and malleable, which can realize the accumulation of large quantities of cultural tourism-related industries, promote urban economic growth, and achieve the innovation and optimization of the cultural tourism industry's own industrial structure, so as to use the space economy Sexual activities are the medium to realize the coordinated development of urban economy and cultural tourism.

4. The Role of Cultural Tourism in the Coordinated Development of Urban Economy

With the rapid rise of China's tourism industry, the scale of development and economic benefits of the tourism industry continue to grow, becoming an important part of the national economy, and China has gradually become one of the world's largest countries for export and inbound tourism. Chinese traditional culture is extensive and profound, and it is gradually showing its cultural connotation in the form of tourism during continuous development [5]. With the combination of tourism and cultural industries, the value of cultural industries in tourism cities has been rapidly enhanced.

4.1 The Role of Cultural Tourism-the Inevitable Development of the Times

The integration of culture and tourism has gradually accelerated with the development of society, especially in the urban cultural tourism industry [6]. The integration between the two has brought significant achievements to the coordinated development of the city's economy. While improving the benefits of the tourism industry, it can also achieve the role of protecting and inheriting folk culture. Therefore, the integration of urban culture and tourism industry can better expand the tourism resource market, meet the diverse needs of people in modern society, and provide new guidance for urban structural adjustment [6]. The traditional tourism industry is gradually turning to cultural tourism in the continuous development, focusing on the construction of its own cultural connotation, to enrich the value and image of tourism resources. To meet the requirements of modern marketing models and the individual needs of consumers, the traditional tourism industry continuously innovates its own models and concepts and combines the characteristics of urban culture to meet consumers' requirements for spiritual and cultural connotations.

4.2 The Second Role of Cultural Tourism-the Basis for the Coordinated Development of Cities

In the long-term development process of China, the improvement of the urban economic level mainly depends on the secondary industry, such as the resource development of resource-based cities, the real estate of ordinary cities and other manufacturing industries, which will greatly promote the urban economy, but this This economic growth model is difficult to meet the strategic requirements of sustainable development. Some cities have begun to pay attention to the development of the tertiary industry, especially the cultural and tourism industries have a significant driving effect on the regional economy [7]. Increasing the proportion of the tertiary industry in the urban industrial structure is important to compensate for the impact of the fluctuation of the secondary industry on the urban economy. Way. At the same time, resource-based cities' over-reliance and massive consumption of resource industries will cause resource exhaustion and other phenomena, which will seriously affect the stable development of the regional economy. Cultural tourism is the scientific use of regional resources and is a transformation process of modern resource-based cities. The main direction of development in China. In addition, cultural tourism has a strong stimulating effect on the economy of some cities. The tourism industry is a green industry and has a direct effect on the

increase of urban economic growth. The use of cultural tourism in cities can give full play to its own advantages and become a city. The pillars of the economy, such as a wide range of customer sources, recyclable utilization, low pollution, and fast returns, have a direct impact on the coordination of the city's economy [7].

5. The Practice Path for the Coordinated Development of Cultural Tourism and Urban Economy

Cultural tourism and the coordinated development of urban economy have an important influence. Therefore, the development of cities should focus on the construction of tourist areas, constantly change concepts, have a correct understanding of cultural tourism, and exert the role of regional cultural tourism through strengthening management.

5.1 Attach Importance to the Integration of Culture and City

In the process of urban development, we should pay attention to the appropriate concept of urban innovation and development. Influenced by traditional concepts, most cities in China pay more attention to the improvement of economic level in the process of development, especially some cities are affected by their own industrial development [8]. The environmental pollution in the region is serious, and the management of the city is more difficult. To solve this problem, city managers need to continuously optimize and innovate their own concepts, pay attention to the needs of modern city development, and focus on the combination of resource development and culture in resource development, especially in the tourism industry, and should pay more attention to enriching tourist cities. With its own cultural connotation, focus on the development of the tertiary industry and reduce the production capacity of the secondary industry, to explore the road that belongs to the development of the city, and build the cultural characteristics suitable for the development of the city. At the same time, China has many historical and cultural ancient cities. In the process of developing the tourism industry in such cities, cultural tourism is an inevitable trend of urban development [8]. The foundation of cultural tourism development is the city's own cultural heritage, resources, and other aspects. Therefore, the construction and management of cities should pay attention to the protection of culture and realize the recycling of resources. This is also the capital for protecting the coordinated development of the urban economy, as shown in Figure 1.

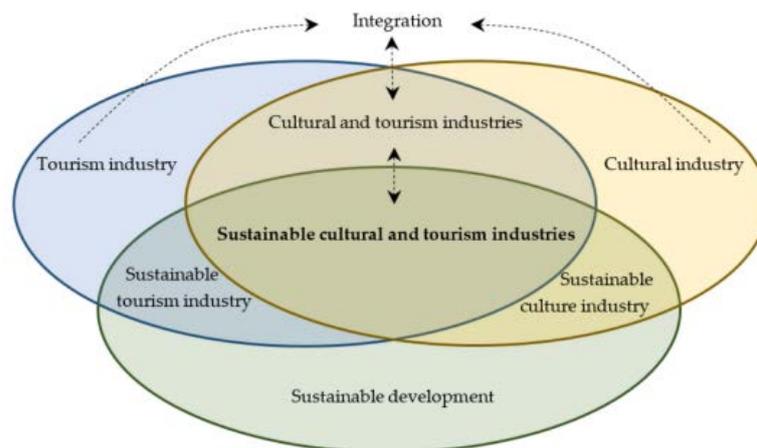


Fig.1 The Integration of Cultural Tourism and Urban Economy

5.2 Promote the Development of Urban Economy with Cultural Tourism

First, make a long-term layout plan and build an internal environment for coordinated development. If you want to effectively build an industrial chain for the coordinated development of urban economy and cultural tourism, it is necessary for China's cultural tourism industry and its related industries to differentiate the management of peripheral and core scenic spots. For core scenic spots, it is necessary to increase the protection of cultural heritage tourism resources and limit the

extent of resource development [9]. At the same time, for fringe scenic spots, creative cultural resource tourism parks can be created, as well as special cultural theme activities with festival activities, to increase the attractiveness of various cultural tourism products and attract more travel enthusiasts to participate in them. To promote the further development of the local urban economy. When making long-term layout planning, the tourism industry needs to be combined with the local economic development, residents' living standards, and the overall picture of the city, and combined with the urban history and cultural development context to construct the internal environment for the coordinated development of urban economy and cultural tourism. Provide ample development space for the coordinated development of the two. Second, it is committed to the growth of the urban economy and the development of industrial clusters for cultural tourism. The industrialization cluster of cultural tourism is mainly composed of related tourism enterprises and related organizations in parallel in a specific geographical space. It is a very complex form of industrial organization [9]. Analyzed from the basic theory, the industrialized organization form of cultural tourism and related organizations is the industrial cluster of the cultural tourism. To a certain extent, the basic function of the cultural tourism industry cluster is to promote the rapid development of the urban economy and allow the urban economy to develop to a new height, as shown in Figure 2. Therefore, if we want to truly realize the coordinated development of urban economy and cultural tourism, we must start from the promotion of sustainable urban economic growth, develop cultural tourism industrial clusters, and let the two advances together to achieve sustainable and coordinated development [10].



Fig.2 Cultural Tourism Drives the Development of Urban Economy

5.3 Promote Cultural Tourism with Urban Economy and Build an Innovative Development Model

For the cultural tourism industry, the fundamental guarantee for innovative development lies in strong financial support. For the development of urban economic construction, cultural tourism is also an important carrier for its breakthrough development. Therefore, if the two want to achieve coordinated development, they must give full play to their unique functional advantages [8]. Relevant cultural and tourism industries should be committed to balanced development, increase the development and utilization of various cultural resources in the cultural tourism industry, develop the most innovative cultural tourism products, create a first-class cultural tourism industry brand, and give full play to the brand effect, to promote the development of urban economy. At the same time, the tourism industry can also establish the most advanced concept of balanced development of urban economy and cultural tourism, clarify development goals and intentions, construct the most innovative and time-effective operation mode, and absorb more cultural tourism and tourism [10]. Professional talents related to economic operation to ensure the application effect of the operation mode, and then realize the further development of the city economy by making full use of various cultural tourism resources.

6. Summary

With the continuous improvement of people's living standards, people's requirements for tourism projects have gradually increased, and cultural tourism projects have attracted the attention of travel enthusiasts. To a certain extent, there is an inevitable connection between cultural tourism and the economic development of the city. The further development of cultural tourism can promote the rapid development of urban economy. The growing urban economy will surely provide strong financial support to the broad cultural tourism industry. If we want to better achieve breakthrough development in urban economy and cultural tourism, we must be committed to the coordinated development of the two, and actively explore the development path of the perfect integration of the two, to give full play to the functional advantages of the two. With the coordinated development of urban economy and cultural tourism, it will lead to a new field of urban economic and cultural tourism development.

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