

A Study on the Measurement of the High-quality Development Level of Xiamen's Cultural Tourism Economy

Qingying Zhang¹, Min Wei^{2*}

¹Zhangzhou Institute of Technology, Fujian

²School of Management, Xiamen University

Abstract: The demand for high-quality products and core technologies in economic transformation and upgrading is growing, and the improvement of residents' living standards also promotes the demand for high-end living products. Restricted by the development level of domestic related industries, these demands have not been well met, resulting in imbalance between supply and demand. This topic measures the high-quality development level of Xiamen's cultural tourism economy, analyzes its development status, compares and draws on the experience of cultural tourism economic development in other regions at home and abroad, and looks for the cultivation path of new growth points of Xiamen's cultural tourism economy, so as to lay a foundation for Xiamen to transform its resource advantages into economic advantages.

1 INTRODUCTION

Influenced by the epidemic situation of Neocrown Pneumonia, the cultural tourism consumption market in Xiamen has recovered slowly and has been in a sluggish state for a long time. According to the empirical analysis conclusion above, it can also be found that the demand of cultural tourism consumption market in Xiamen is the most vulnerable among the five subsystems and is most seriously affected by the epidemic situation. It has dropped from 0.187 in 2019 to 0.056 in 2020. Therefore, how to stimulate the market vitality and re-release the consumption power is the key to the economic growth of cultural tourism in Xiamen. With the improvement of people's material living standards, more requirements have been put forward for the uniqueness and personalized needs of cultural tourism products [1]. Xiamen is rich in cultural and tourism resources, but from the perspective of tourism product supply, there are still many problems. First, affected by the epidemic, domestic and foreign tourists in Xiamen declined sharply, which forced Xiamen to promote high-quality cultural tourism economy, cultivate new growth points of cultural tourism economy, and improve the added value of cultural tourism industry. Secondly, Xiamen's cultural resources are underdeveloped, with limited influence and uneven distribution of tourism resources. They are mainly concentrated in Siming District, and some scenic spots lack characteristics and creativity. The homogeneity is serious. Most of them are sightseeing products, lacking entertainment. The supply of tourism products with strong experience functions is insufficient, while the supply of low-end tourism products repeatedly developed is excessive, which is difficult to meet the

personalized needs of tourists. Therefore, to respond to the requirements of high-quality development of the national economy and promote the cultivation of new growth points of Xiamen's cultural and tourism economy. To measure the high quality development level of Xiamen's cultural tourism economy and analyze the current development situation of Xiamen's cultural tourism economy are conducive to the follow-up targeted measures to cultivate new growth points of Xiamen's cultural tourism economy. Before quantifying the high-quality development level of Xiamen's cultural and tourism economy, it is necessary to analyze the connotation and extension of high-quality development of culture and tourism economy. The high-quality development level of Xiamen's culture and tourism economy is reflected in many aspects. Under the guidance of the principles of scientific comprehensiveness, data availability, comparability, evaluability, combination of systematicness and hierarchy, and representativeness, this study mainly constructs a comprehensive evaluation index system for the high-quality development of Xiamen's culture and tourism economy from the five criteria levels of resource endowment, service facilities, market demand, structure optimization, and function play.

2 MEASUREMENT INDEX DESIGN

2.1 Resource endowment

Tourism resources are the basic factors that determine whether a place has the value of tourism development. Yang (2016) believes that tourism resources, especially tourist attractions, are the driving force of tourism effects

*E-mail: 179011384@qq.com /xiada2000@126.com

[2]. Tourism resources are the first driving force of tourism development. Any type of tourism cannot be separated from the support of tourism resources. Resource characteristics and differences in human geographical environment are the basic conditions for tourism development [3]. Cultural resources are the lifeblood of the development of cultural industry, and colourful cultural resources are the basis for the development of regional cultural industries. Therefore, this study believes that the quality of cultural tourism resources is the original factor of high-quality development of Xiamen's cultural tourism economy, because the core requirement of high-quality development of cultural tourism industry is to provide people with high-quality cultural tourism resources to choose from, so as to meet their increasingly advanced cultural tourism needs.

2.2 Service facilities

Service and facilities are the basic guarantee conditions for the operation of cultural tourism industry, and also an important factor affecting customer satisfaction. High quality development of cultural tourism industry is inseparable from high-quality cultural tourism services and perfect cultural tourism supporting facilities. In the process of tourism industry development, tourism destinations need to provide tourists with optional services and facilities in food, accommodation, transportation, tourism, shopping, entertainment and other aspects (Zhang Aiping, 2015). In the process of cultural industry development, it is necessary to build perfect public cultural service facilities, so that high-quality cultural service facilities become an important driving force for high-quality development of cultural industry. Therefore, this study regards service facilities as the second subsystem of the high-quality development system of Xiamen's culture and tourism economy, and emphasizes that high-quality cultural tourism industry development should be supported by high-quality cultural tourism service facilities, do a full job on the basis of development, and provide essential development conditions for industrial prosperity.

2.3 Market demand

The market demand mainly measures the value of Xiamen's cultural tourism economy from the perspective of market attractiveness, which is a key indicator to evaluate the effectiveness of cultural tourism economic development. Fully tapping market demand and releasing consumption

potential is one of the important manifestations of high-quality development of cultural tourism economy. Due to the lack of cultural consumption market data in Xiamen, this study mainly uses the data of domestic tourism, inbound tourism and exhibition to characterize the development of cultural tourism market in Xiamen.

2.4 Structural optimization

The high-quality development of culture and tourism economy needs to solve the problem of structural upgrading, and realize the transformation from low-end to high-low end, and from low added value to high added value. From the perspective of the market structure of cultural tourism consumption, Xiamen should strive to improve the existing pattern of ultra-low inbound tourism market share and ultra-high domestic tourism market share, optimize the relationship between domestic and international tourism markets, and increase the proportion of inbound tourism market; At the same time, from the perspective of the structure of tourist consumption expenditure, Xiamen should fully release the consumption potential of tourists and increase the per capita cultural tourism consumption expenditure by increasing the highly elastic cultural tourism consumption expenditure.

2.5 Function display

The prosperity of culture and tourism economy has promoted the regional economic development model dominated by culture and tourism industry, that is, to promote regional social and economic development through the development of culture and tourism economy. Therefore, in the process of cultural tourism economic development in Xiamen, we should not only pursue the expansion of cultural tourism industry itself and enhance its competitiveness, but also emphasize the all-round effectiveness of cultural tourism economic development in all aspects of the economy and society[5]. Because high-quality cultural tourism economy is not only to develop cultural tourism industry for the development of cultural tourism industry, but also to promote the comprehensive development of economy and society through the development of cultural tourism economy, give full play to the correlation effect of cultural tourism industry, so this study will take functional play as a subsystem of high-quality development of Xiamen's cultural tourism economy into the measurement system.

Table 1 Measurement System of High Quality Development Level of Xiamen Cultural Tourism Economy

Target layer	Subsystem layer	Indicator measurement method	Effect
High quality development level of cultural tourism economy in Xiamen	Resource endowment	Number of Grade A scenic spots	+
		Number of cultural relics protection units at provincial level and above	+
		Number of representative intangible cultural heritage projects at provincial level and above	+

		Number of cultural centers	+
		Number of museums	+
		Excellent rate of air quality	+
	Service facilities	Number of star hotels	+
		Road mileage	+
		Internet penetration	
		Number of parks	+
	Market demand	Number of screens	+
		Domestic tourist arrivals	+
		Inbound tourist arrivals	+
	Structural optimization	Person time of exhibition	+
		Inbound tourists/total tourists	+
	Function play	Per capita tourism income	+
		GDP of regional culture, sports and entertainment industry/GDP of regional tertiary industry	+
		Contribution rate of tourism to GDP (%)	+

3 EVALUATION METHOD

The indicator system of the high-quality development level measurement system of Xiamen's culture and tourism economy selected in this topic includes many factors of related industries, and the final evaluation results of the system will also be affected by many factors. Therefore, it is necessary to scientifically determine the weight of corresponding indicators, and examine the value and relative importance of indicators in the whole system. At present, there are mainly two kinds of methods to determine the index weight. One is subjective weighting method, usually using AHP, Delphi method, binomial coefficient method and least square method; The other is objective weighting method, which usually uses coefficient of variation method, mean square error method and entropy method [4]. Among them, the entropy method is a relatively objective method to determine the weight. This topic uses the entropy method to determine the weight of each evaluation index by using the relevant data of Xiamen's cultural tourism economy from 2010 to 2021, and then comprehensively calculate the high-quality development level of Xiamen's cultural tourism economy over the years 2010 to 2021. The specific steps are as follows:

First step, considering the large differences in the dimensions and orders of magnitude of each indicator in the measurement system of the high-quality development level of Xiamen's cultural and tourism economy constructed by this topic, in order to eliminate the impact of different data dimensions and orders of magnitude, this topic first standardized each indicator (x_{tj}) in the measurement system of the high-quality development level of Xiamen's cultural and tourism economy by using the range method as X_{tj} .

$$X_{tj} = \frac{x_{tj} - \min(x_j)}{\max(x_j) - \min(x_j)}$$

Positive indicators:

$$X_{tj} = \frac{\min(x_j) - x_{tj}}{\max(x_j) - \min(x_j)}$$

Negative indicator:

Where, x_{tj} is original indicator data; $\max(x_j)$ is maximum value of original index (x_j); $\min(x_j)$ is minimum value of original index (x_j); t is year ($t=1,2,3,\dots, n$); j is the number of evaluation indicators ($j=1,2,3,\dots, m$). Then, the overall translation of all index values is 0.0001.

Step2: Calculate the information entropy of each indicator in the measurement system of the high-quality development level of Xiamen's cultural tourism

$$\text{economy. } p_{tj} = \frac{X_{tj}}{\sum_{t=1}^n X_{tj}}$$

$$E_j = -\frac{1}{\ln n} \left[\sum_{t=1}^n p_{tj} \ln p_{tj} \right]$$

Step 3: Calculate the weight of each indicator in the measurement system of Xiamen's high-quality development level of cultural tourism economy W_j

$$W_j = \frac{(1 - E_j)}{\sum_{j=1}^n (1 - E_j)}$$

Step 4: Calculate the composite index. On the basis of determining the weight of indicators, the comprehensive index of high-quality development level of Xiamen's cultural and tourism economy is calculated by using the

linear weighted summation method I_t .

$$I_t = \sum_{j=1}^m W_j X_{tj}$$

4 DATA ANALYSIS

This topic selects the data of Xiamen from 2010 to 2021. In order to ensure the timeliness, authority and objectivity of the data, the original data of the indicators selected in the evaluation system are all from the Yearbook of Xiamen Special Economic Zone (2009-2022) and the statistical bulletin of Xiamen's

national economic and social development from 2010 to 2021. First, the weight of each indicator in the measurement system of Xiamen's high-quality cultural and tourism economy development level is calculated according to the entropy method. The calculation results are shown in Table 2.

Table 2 Index Weights of Xiamen Cultural Tourism Economy High Quality Development Level Measurement System

Target layer	Subsystem layer	Indicator measurement method	Weight
High quality development level of cultural tourism economy in Xiamen	Resource endowment	Number of Grade A scenic spots	0.072
		Number of cultural relics protection units at provincial level and above	0.076
		Number of representative intangible cultural heritage projects at provincial level and above	0.058
		Number of cultural centers	0.019
		Number of museums	0.061
		Excellent rate of air quality	0.027
	Service facilities	Number of star hotels	0.041
		Road mileage	0.056
		Internet penetration	0.049
		Number of parks	0.058
		Number of screens	0.054
	Market demand	Domestic tourist arrivals	0.059
		Inbound tourist arrivals	0.041
		Person time of exhibition	0.087
	Structural optimization	Inbound tourists/total tourists	0.029
		Per capita tourism income	0.067
	Function play	GDP of regional culture, sports and entertainment industry/GDP of regional tertiary industry	0.064
		Contribution rate of tourism to GDP (%)	0.082

It can be seen from Table 2 that among all the indicator systems, the most prominent weight is the contribution rate of tourism industry to Xiamen's GDP, which reaches 0.082, indicating that the driving effect of tourism economy on the national economy is the key factor affecting the high-quality development of Xiamen's cultural and tourism economy. Secondly, the number of people attending the exhibition is 0.087, which shows that the development of the exhibition tourism market is also an important factor affecting the high-quality development of Xiamen's cultural tourism economy. The influence of resource elements, such as the

number of cultural relics protection units at or above the provincial level and the number of A-level scenic spots, is also prominent, with the weights reaching 0.076 and 0.072 respectively, indicating that resource endowment is still the basic factor restricting the development of Xiamen's cultural tourism economy.

According to the weight in Table 2, the comprehensive level of high-quality development of Xiamen's culture and tourism economy and the level of each subsystem from 2010 to 2021 are calculated, as shown in Table 3.

Table 3 Comprehensive level of high-quality development of Xiamen's culture and tourism economy and level of each subsystem from 2010 to 2021

Sub-system Year	Comprehensive score	Resource endowment	Service facilities	Market demand	Structural optimization	Function play
2010	0.150	0.036	0.028	0.013	0.047	0.026
2011	0.176	0.037	0.043	0.025	0.041	0.031

2012	0.296	0.125	0.077	0.032	0.041	0.020
2013	0.381	0.140	0.104	0.061	0.051	0.026
2014	0.416	0.161	0.125	0.072	0.036	0.022
2015	0.579	0.182	0.128	0.107	0.059	0.104
2016	0.590	0.193	0.163	0.131	0.041	0.062
2017	0.669	0.181	0.174	0.145	0.072	0.098
2018	0.732	0.243	0.188	0.168	0.049	0.083
2019	0.797	0.238	0.191	0.187	0.089	0.091
2020	0.547	0.251	0.194	0.056	0.012	0.035
2021	0.570	0.247	0.216	0.064	0.000	0.044

In order to more intuitively show the evolution trend of high-quality development level of Xiamen's cultural tourism economy during 2010-2021, the results in Table 3 are made into a discount chart, as shown in Figure 1.

According to Figure 1, it can be observed that the overall level of high-quality development of Xiamen's cultural and tourism economy in 2010-2019 has been continuously optimized, increasing from 0.150 in 2010 to 0.797 in 2019. In 2020, the cultural tourism economy of Xiamen will be greatly impacted by the epidemic of New Corona Pneumonia. The number of tourists will drop sharply, and offline cultural consumption will drop sharply, leading to the high quality development level of cultural tourism economy in Xiamen to 0.547. During 2021, affected by repeated outbreaks in many places across the country, small-scale outbreaks in Xiamen, large-scale epidemics abroad and other actual situations, Xiamen's cultural and tourism economy will recover slowly, reaching a comprehensive level of 0.570. The overall level of cultural and tourism economic development in Xiamen will be improved compared with that in 2020, but it is still far from the level before the epidemic, And the recovery rate is also far lower than the growth rate of high-quality development of Xiamen's cultural tourism economy before the epidemic.

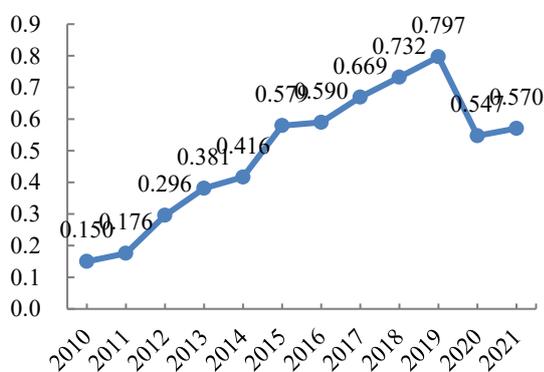


Figure 1 Comprehensive level of high-quality development of cultural tourism economy in Xiamen from 2010 to 2021

The development level of the resource endowment subsystem in the evaluation index of Xiamen's cultural and tourism economy grew slowly from 2010 to 2011, but it maintained a steady growth trend from 2011 to

2012, after a rapid growth in 2011 to 2012, until 2016. After showing a decline in 2017, it achieved a rapid growth in 2018, after which it maintained a steady wave dynamic trend. As a whole, the cultural and tourism economy of Xiamen showed a fluctuating and rising trend in terms of resource endowment from 2010 to 2021, This shows that the overall development of cultural and tourism resources in Xiamen is good. The development level of the service facility subsystem has maintained a steady growth from 2010 to 2021, which indicates that the supporting facilities of Xiamen's culture and tourism economy have been continuously improved, and the overall development is good. In terms of market demand, from 2010 to 2019, the demand of Xiamen's cultural tourism economy market showed a trend of rapid and stable growth, and the cultural tourism market had a good development trend. However, the cultural tourism market in Xiamen was greatly impacted by the new pneumonia epidemic in 2020, and the level of the market demand subsystem quickly fell back to 0.056, lower than 0.061 in 2013. Affected by repeated epidemics, Xiamen's cultural tourism economy will recover slowly in 2021, The growth rate of market demand subsystem is still weak, which is only 0.005 higher than that in 2020. The development level of the structure optimization subsystem showed a relatively stable development trend in 2010-2014, while in 2014-2019, it showed a rising trend of repeated fluctuations, with a large range of fluctuations, indicating that although the overall level of cultural and tourism economic structure in Xiamen continued to optimize during this period, it was not stable. In 2020, affected by the epidemic of New Coronary Pneumonia, inbound tourism was almost at a complete standstill, The domestic tourism industry has also been in a downturn, leading to a rapid decline in the optimization level of Xiamen's cultural and tourism economic structure, which will continue to show a downward trend in 2021. The level of the functional subsystem showed a relatively stable trend in 2010-2014, with a slight downward trend, indicating that the role of Xiamen's cultural and tourism economy in promoting the regional economy has not achieved rapid growth during this period. The level of the functional subsystem achieved rapid growth in 2014-2015, and then grew rapidly after the rapid decline in 2016-2017, and after the relatively stable period in 2017-2019, Influenced by the epidemic situation of New

Coronary Pneumonia, it dropped sharply to 0.035, and finally showed a slight upward trend in 2021.

5 POLICY SUGGESTIONS

5.1 Develop night culture and tourism economy

Night economy is an important part of modern urban economy and plays a vital role in stimulating market vitality, stimulating consumption and increasing employment. The development of night economy is even regarded as a "barometer" to measure the vitality, economic openness and convenience of the city. The nighttime tourism economy is a supplement to the traditional daytime tourism economy, and it is also an internal requirement for realizing the high value-added development of the cultural tourism industry. The development and improvement of cultural tourism consumption products (services) at night in Xiamen can enrich the connotation of cultural tourism products, extend the stay time of tourists, ease the passenger flow during peak hours, increase cultural tourism consumption, and form the development momentum of cultural tourism economy. Xiamen should actively cultivate night tourism brands such as "night tour, night entertainment, night show and night shopping".

First, create distinctive landscape highlights, such as improving the quality of upstream services such as night tours in Lujiang and around Gulangyu; Second, explore urban culture, organize and implement the "culture+tourism" project, and build various cultural factors such as art museums, museums and urban characteristic folk customs into night consumption projects; The third is to introduce high-quality cultural performance projects to settle in Xiamen, such as creating an influential tourism performance IP similar to the Eternal Sentiment and Impression Series, while promoting the normalization of large-scale festival activities, such as Strawberry Music Festival, Midi Music Festival, IMF syllable, and enriching the supply of cultural tourism industry night products.

5.2 Stimulate the vitality of market players

The outbreak of Neocrown Pneumonia has had a huge impact on the cultural and tourism industry of Xiamen, especially on the B&B, catering, travel agencies and other industries. According to the data released by the cloud manager of the B&B management and resource integration company under Tongcheng Travel, the occupancy rate of Xiamen B&B was 42.2% before the outbreak. However, under the epidemic situation, the overall occupancy rate of Xiamen B&B in 2021 is only 36.71%, and the income per room is 84.3 yuan.

Under the continuous influence of the epidemic, the home stay, catering and travel agencies in Xiamen are facing a trend of closure, and the cultural and tourism market is in a downturn. In order to re stimulate the vitality of market players and rebuild the confidence of cultural and tourism market players, Xiamen Municipal Government needs to increase its assistance to cultural

and tourism enterprises, such as continuing to implement the temporary refund of quality guarantee funds for travel agencies, the implementation of the policy of returning unemployment insurance, the postponement of payment of basic medical insurance premiums and housing provident fund Reduction or exemption of rent of state-owned houses; At the same time, we can also introduce "cultural and tourism loans", and introduce relevant policies to encourage financial institutions to appropriately lower the loan threshold for local cultural and tourism enterprises, so as to alleviate the plight of cultural and tourism enterprises with insufficient resources; In addition, local cultural and tourism enterprises can also be encouraged to participate in Xiamen government procurement, such as the procurement of services such as meetings, catering and accommodation of government departments.

We should not only help cultural and tourism enterprises, but also make Xiamen's local cultural and tourism market bigger and stronger. First, we should increase support for local cultural and tourism enterprises, cultivate and support a number of leading enterprises with strong support capabilities, and give full play to the leading role of leading enterprises; Second, actively attract investment, actively contact the world's top 500 cultural and tourism enterprises and domestic leading cultural and tourism enterprises, and actively seek project investment management and introduction [7].

5.3 Release the power of the consumer market

In the post epidemic era, Xiamen's cultural and tourism market is characterized by micro vacation, suburban tourism, deep experience and cloud tourism. To stimulate the consumption vitality of Xiamen's cultural and tourism market, we need to firmly grasp these demand characteristics, guide supply with demand, stimulate demand with supply, and inject vitality into Xiamen's cultural and tourism economic growth. First of all, Xiamen cultural and tourism enterprises need to innovate cultural and tourism products, develop more leisure and entertainment products with deep experience, such as script killing and secret room escape, which are popular with young people at present, and improve the experience of the original cultural tourism products, such as developing high-end coastal vacation tourism products with high privacy, strong experience and customization, to meet the personalized tourism needs of consumers; Due to the epidemic situation, more and more people choose to travel in the suburbs on weekends^[6].

The government also needs to give full play to the tourism resource base outside the island, guide the development of tourism products in the suburbs, create a marketing matrix for cultural tourism products, make full use of short videos and other publicity platforms to create popular tourist attractions in the suburbs, and issue cultural tourism consumption vouchers to help urban tourism in the suburbs, To increase the resilience of Xiamen's cultural and tourism economy and accelerate the recovery of Xiamen's cultural and tourism consumer market through the development of near field trips; Give

certain rewards to travel agencies that carry out overnight tourism business in Xiamen to attract more tourists to Xiamen; Finally, we should closely combine digital technology to develop digital cultural tourism, rely on Internet technology to innovate the content of cultural tourism products, enrich the supply of cultural tourism products, promote the development of new consumption models such as "cloud consumption" and intelligent consumption, and use big data to achieve cultural tourism data decision-making, accurately allocate cultural tourism market resources^[8], improve market efficiency, and improve the scientific and accurate management of cultural tourism.

5.4 Deepen the reform of cultural tourism system and mechanism

It was mentioned at the Third Plenary Session of the 18th CPC Central Committee that the market should play a fundamental role in resource allocation and the government should play a better role. As a visible hand, the government makes up for the defects of the market itself, and plays an important role in the market as well. The relevant policies issued by the government have a huge impact on the development of the industry^[9].

The reform of the cultural system can effectively stimulate the market vitality and promote the development of the tourism economy. Specifically, the reform of the cultural system can improve the number and income of overnight tourists in the region by enriching the development of cultural tourism products and services, accommodation and catering and other supporting industries, thus greatly increasing the regional tourism income, The stronger this driving role of the system is (Liu Ruiming et al., 2020).

A good institutional environment includes a sound market environment, a fair legal environment, and an efficient service environment (Liu Yingji, Han Yuanjun, 2020). In order to create a good institutional environment and cultivate new growth points for Xiamen's cultural and tourism economic growth, it is necessary to promote the reform of cultural and tourism systems and mechanisms.

First of all, we should strengthen the top-level design. The government departments need to formulate detailed development plans for Xiamen's cultural and tourism industry, try to achieve multi compliance, achieve business collaboration, and guide the rational and orderly development of Xiamen's cultural and tourism industry from the general direction; Secondly, Xiamen municipal government departments should change their functional mode, accelerate the transformation from a management oriented government to a service-oriented government, optimize the work process, simplify the approval procedures for cultural tourism enterprises, and provide modern, efficient and convenient services for the development of cultural tourism enterprises; Finally, we need to improve the overall coordination mechanism of the full text tourism industry. On the one hand, we need to achieve the overall coordination of internal functions. The cultural functional departments and tourism

functional departments should fully consider each other's demands. On the other hand, we need to strengthen coordination in external functions, coordinate with other departments in special fields, and systematically promote the orderly development of Xiamen's cultural tourism industry.

6 CONCLUSIONS

Based on the analysis of Xiamen's cultural and tourism resources, this paper proposes new growth points of cultural and tourism economy, such as research travel, travel photography, exhibition industry, cultural and creative industry, and rural tourism. By cultivating these new growth points, the supply of cultural and tourism products can be effectively enriched. Specifically, it is shown in the following aspects:

First, fully grasp the market demand for research travel, build Xiamen into a well-known research travel brand in three places across the Straits, and attract young people from all over the country to come to Xiamen for research travel. Second, relying on Xiamen Huandao Road, Botanical Garden, Shapowei, Gulangyu and other high-quality scenic spots, develop an industrial chain with the theme of "wedding photography+honeymoon tourism". Third, we will increase subsidies for exhibition projects coming to Xiamen, attract high-quality exhibition projects, train special exhibition talents, and improve supporting facilities for the development of the exhibition industry. Fourth, strengthen the leading role of leading enterprises to improve the overall competitiveness of cultural innovation parks. Fifthly, we will effectively improve the quality of resources, promote the upgrading of rural tourism, improve the connotation and quality of rural tourism in Junying Village, Qingjiao Village, Aotou Village, and actively cultivate key towns and villages of rural tourism nationwide, Fujian province wide ecotourism towns, gold medal tourism villages, and provincial beautiful leisure villages.

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