

Research on the development of China's cultural tourism Industry during the "14th Five-Year Plan" period

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Abstract. During the "14th Five-Year Plan" period (2021-2025), China will enter the era of mass tourism, and the development of tourism industry is still in an important strategic opportunity period, but there are new opportunities and challenges. The article analyses the development status of cultural tourism in China and the development trend of China's cultural tourism industry, and proposes countermeasures for the problems faced by China's cultural tourism industry during the "14th Five-Year Plan" period from the aspects of theme development, industry chain building, resource utilization and cultural creativity.

1 The current situation of China's cultural tourism industry

1.1 The meaning of cultural tourism and the connotation of cultural tourism industry

Cultural tourism means the behaviour process of perceiving, understanding and appreciating the specific content of human culture through tourism. It refers to tourism for the purpose of appreciating foreign traditional culture, tracing cultural celebrities or participating in local cultural activities [1]. In a narrow sense, cultural tourism refers to an activity carried out by people to meet their basic cultural needs, including study tourism, performing arts tourism, festival tourism, cultural heritage tourism, folk customs tourism and pilgrimage tourism, etc. In a broad sense, cultural tourism generally refers to all activities of people to meet their diverse needs, improve their cultural accomplishment and increase their knowledge, experience and fortune.

Tourism has become one of the most powerful and largest industries in the global economy with the development of social economy. Cultural tourism as a kind of tourism activity, with unique cultural resources as the core attraction, attracts tourists to foreign places for sightseeing, experience, leisure and perception with characteristics such as ethnicity, art, mystery, experience and interaction. The resources of cultural tourism mainly include historical relics, architecture, art, folk customs, religious culture, etc. These resources include both material culture and intangible culture, historical culture and certain modern culture. The international development experience shows that the contribution of cultural tourism to the national economy is also increasing and has become one of the mainstreams of modern tourism development.

In order to meet people's cultural needs, the production and supply of spiritual products are taken as the main activities of the cultural industry. As an important part of the tourism industry, the real cultural tourism industry is mainly the tourism industry developed by the human tourism resources to meet people's cultural tourism consumption needs. It aims to improve the quality of people's tourism activities. Culture is the soul of tourism, and tourism is a significant way of cultural development. The core of cultural tourism is creativity, so cultural tourism industry can be understood as "creative industry containing life culture created by human factors"[2]. The transformation and upgrading of tourism industry and cultural industry will inevitably require the integration and development of cultural industry and tourism industry. The cultural tourism industry is an important development direction for excavating local culture, improving the tourism industry, promoting the economic restructuring, and leveraging the local economy to take off.

1.2 Development status of China's cultural tourism industry

China's tourism industry and other industries have been integrated and developed in a coordinated way across the border since the "13th Five-Year Plan". The scale of the tourism industry has continued to expand, and new formats have emerged. The comprehensive driving role of tourism in the steady and healthy development of the economy has become more prominent. Culture and tourism are deeply integrated and promote each other. Red tourism, rural tourism, tourism performance, cultural heritage tourism are booming. Tourism has played a greater role in spreading the excellent traditional Chinese culture, revolutionary culture and advanced socialist culture. Cultural tourism

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with Chinese characteristics has become an important carrier for inheriting and carrying forward Chinese culture [3].

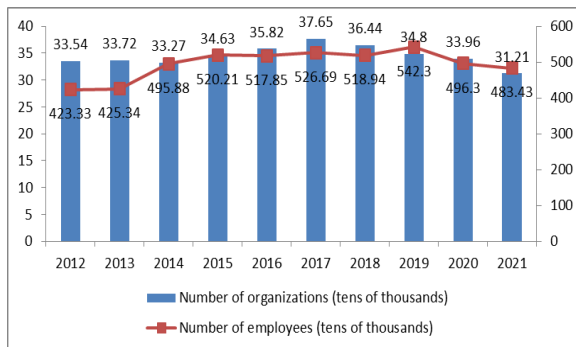


Fig. 1. Number of cultural and tourism institutions and number of employees in China from 2012 to 2021.

It can be seen from figure 1 that from 2012 to 2021, China's cultural and tourism institutions remained relatively stable. In 2021, there were 312100 cultural and tourism institutions of all kinds in China. There were 4.8343 million employees, an increase of 14.2% over 2012.

As one of the ancient countries in the world, China has a history of nearly 5000 years, rich ancient relics and rich cultural resources, as well as rich minority cultures, which is extremely suitable for developing cultural tourism. In fact, cultural tourism has long been the leading industry in China's tourism industry, with a very high and still rising GDP contribution rate year by year.

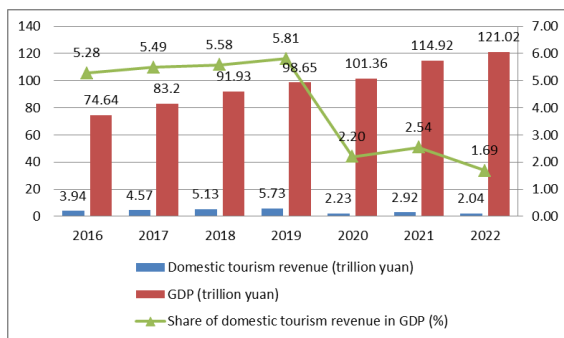


Fig. 2. The contribution of tourism industry to China's GDP from 2016 to 2022.

Figure 2 shows that before the COVID-19 epidemic, tourism has been the key industry of China's tourism industry, and the contribution rate of domestic tourism industry to GDP has shown a steady growth trend in 2016-2019. Since the outbreak of COVID-19 in 2020, domestic tourism has fluctuated greatly and inbound and outbound tourism has stagnated. However, in general, the pillar position of tourism in the national economic structure has not changed.

In 2022, the domestic tourism income accounted for 1.69% of the annual GDP, falling below 2%, 0.85% lower than that in 2021, the lowest in three years. In the future, with the comprehensive lifting of epidemic control and the resumption of outbound tourism, driven

by a series of relief, assistance and consumption promotion policies of governments and cultural tourism departments, the tourism industry will gradually accelerate its recovery and make new and greater contributions to meeting the needs of the people for a better life and economic and social development.

2 The current development trend of China's cultural tourism industry

2.1. From focusing on scenic spots to the construction of tourist destinations

Modern cultural tourism has shown the trend of no scenic spots, and tourists have changed from scenic spots to all-for-one tourism. These cultural and leisure areas, cultural and art gathering areas, historical and cultural blocks, cultural theme parks, museums and cultural spaces such as Beijing Nan Luo Gu Alley and Jin Li of Chengdu have become important carriers for attracting tourists. All-for-one tourism focuses on the introduction and development of diversified cultural tourism products, especially the development of functions such as "business, nourishing, learning, leisure, emotion and novelty", and drives the transformation and upgrading of consumption formats through the development of various tourism elements [4].

2.2 The continuous integration of "culture tourism +" promotes the development of rich new business models

Cultural tourism industry involves vertical, horizontal and lateral cooperation of different industries, including health industry, sports industry, cultural creativity, leisure and entertainment, exhibition and trade, equipment manufacturing, education and research, etc. At the same time, internationally popular cultural tourism formats, such as theme amusement, air sports and camping sites, have been introduced to China, pushing on the diversified development of cultural tourism industry [4].

2.3 Further subdivision of cultural tourism industry

The development of cultural tourism industry in various regions has abandoned the development route of "rough and tumble" and has begun to further focus on details at present days, mainly including theme parks, red tourism, film and television tourism, festival tourism, ethnic culture tourism, folklore tourism, heritage tourism and so on [5]. As personalized and differentiated consumption demand becomes stronger, theme and customized tours will continue to grow. With content and experience as both kings, market segments will become a new blue ocean.

2.4 The entry of foreign cultural tourism giants has greatly changed the market pattern of theme parks

Disneyland, Universal Studios, "Six Flags" theme parks, Lego parks and other theme parks have entered the Chinese market. It is expected that this boom will continue for a long time. For the domestic brands of OCT, Song cheng, Chang long and Hai chang theme parks, a vertical division of labour will be formed based on regional and even local markets, each with its own market, and the overall cooperation mode will be diversified^[5].

2.5 Cultural tourism towns are popular

In the new era, cultural tourism towns are a momentous field in the development of cultural tourism industry. With the promotion and implementation of the national policies for characteristic towns, the towns mainly based on cultural tourism have ushered in a period of rapid growth. Cultural tourism towns can be divided into two categories. One is the traditional Chinese villages and historical and cultural towns that focus on protection, such as the Imperial Palace, Fu jian Tu lou and An hui Xi di; The other is a new type of characteristic towns that are mainly based on utilization and face contemporary people's life, such as Gu bei water Town, Yi Town and Ma wei yi. These are important supports and development space for the development of cultural tourism industry^[4].

3 Problems and countermeasures faced by China's cultural tourism industry during the "14th Five-Year Plan" period

3.1 Problems faced by China's cultural tourism industry during the "14th Five-Year Plan" period

The "14th Five-Year Plan" for tourism development points out that the current focus of China's cultural tourism development is how to develop "red tourism", how to combine high-quality traditional culture with tourist attractions, and how to promote the traditional excellent spirit and quality of Chinese people while tourists travel. At the 100th anniversary of the founding of the Communist Party of China, more than 100 million trips were made by red tourists. During the entire "13th Five-Year Plan" period, the number of red tourism tourists has maintained a steady growth, maintaining a market share of more than 11 percent in the domestic tourism market. In the latest "14th Five-Year Plan", the following specific requirements are also put forward for cultural tourism: first, enrich the supply of high-quality products, strive to create more tourist attractions that embody cultural connotation and humanistic spirit, and vigorously develop red tourism. Second, expand the mass tourism consumption system, comply with the diversified and personalized consumption needs of mass

tourism, promote the integration of traditional businesses and time-honoured brands into the cultural tourism market, and push forward the construction of national cultural and tourism consumption pilot cities^[3].

While red tourism and cultural tourism are booming, the problems of China's cultural tourism industry are gradually emerging:

- The theme of cultural tourism is not clear and the target market is vague. At the present stage, the target group positioning related to cultural tourism is very broad, and the level is fuzzy. The generalization of the target group unifies the level of cultural tourism, resulting in obvious limitations on the nature of cultural tourism.

- The industrial chain related to cultural tourism is not perfect. Some regions have a low level of integrated development of cultural tourism resources and cannot scientifically plan and develop cultural tourism products and commodities.

- The dislocation planning and development of cultural tourism, excessive pursuit of economic benefits, and weak awareness of the protection of traditional culture. Due to the good development momentum of cultural tourism, many regions rush to develop and utilize cultural tourism resources. In the absence of scientific planning, the economic value and benefits of cultural tourism resources are excessively emphasized, while the values of culture, spirit and scientific research are ignored, and the vulnerability and non-renewability of cultural tourism resources are not well understood. Therefore, measures with effective protection have not been taken in time, causing serious damage to tourism and cultural resources.

- The commercialization of scenic spots in various regions is highly repetitive, and the cultural creativity of tourism products is insufficient. Only high cultural creativity can catch consumers' attention. In some regions, cultural tourism practitioners are not able to actively explore the creative expression forms, creative display means and creative marketing channels of culture. With the development of modern science and technology, consumers have a deeper understanding and experience of culture and product creativity. The conventional cultural creativity of tourism destinations has been difficult to impress consumers and gave them with profound experience.

3.2 Solutions to the problems faced by China's cultural tourism industry during the "14th Five-Year Plan" period

Because the cultural tourism industry is one of the important economic sources of China's tourism industry, the country duly released the "14th Five-Year Plan" for the development of tourism industry. According to the relevant contents of the plan, in view of the above problems, the following countermeasures are proposed to be taken:

- Define the theme of cultural tourism development and subdivide the target market. Theme is the dominant element in developing cultural tourism projects. We must dig into the local cultural resources and carefully

analyse the corresponding target groups, so as to find the most suitable development theme.

- Build cultural tourism-related industrial chain and actively attach importance to the development of "tourism+" product chain. Tourism is a comprehensive industry with a high degree of correlation that extends the supply chain around the consumption chain and promotes the diversified forms of tourism. It requires the integration of "tourism +" industries to develop new forms of business and improve the supply capacity of elements of "food, accommodation, transportation, tourism, shopping and entertainment". We will continue to integrate tourism with science and technology, education, transportation, sports, industry, agriculture, forestry, health, traditional Chinese medicine and other industries, develop cultural tourism, sports tourism, red tourism, business tourism, Low level tourism, health tourism, research tourism, industrial tourism, ecological tourism, and business MICE tourism, extend the industrial chain and create new business forms, in order to achieve the linkage development of tourism and related industries in the form of new tourism industry.

- Correctly orientate the development, reasonably protect and utilize cultural tourism resources. The material basis for the sustainable development of cultural tourism is cultural tourism resources, which needs to be vigorously publicized to improve and strengthen the awareness of protection of cultural tourism resources. At the same time, supervision should also be strengthened, and attention should be paid to improving the cultural and ecological views of employees in the cultural tourism industry, so that they have professional innovation and management capabilities. Before the development of cultural tourism resources, a scientific, comprehensive and integrated effective analysis should be conducted so as to arrive at an accurate positioning, on the basis of which reasonable development can be carried out, ultimately realizing the effective protection of cultural tourism resources and achieving sustainable development.

- Promote the cultural creativity of cultural tourism products. Cultural thought creativity, cultural expression creativity and cultural communication creativity are all the creativity of cultural tourism products. Cultural tourism planners and managers need to have creative awareness, actively explore the source of cultural ideas and creativity of cultural tourism destinations from multiple perspectives, and actively enhance the attraction and dissemination of cultural tourism products from multiple media channels, in order to comprehensively enhance the cultural creativity of cultural tourism products.

At the same time, in the context of the accelerated development of the digital technology era, the demand for personalized experience of people is significantly increasing. In the future, the development of digital technology will reconstruct diversified tourism scene experience, and enrich the tourism intelligence space of the whole scene from food, housing, transportation, travel, shopping, entertainment and other aspects. Only by leading the development of cultural tourism industry with digital creativity, using cutting-edge digital

technology to promote business innovation, and enhancing the tourism experience of consumers, can we better push forward the development of "tourism + culture" in the digital technology era.

4 Summaries

At present, as a strategic pillar industry of China's national economy, the position of tourism is more consolidated. With the continuous improvement of the cultural tourism industry system and the growing scale of the industry, China should follow the new relevant policies on cultural tourism in the "14th Five-Year Plan", based on finding solutions to the problems in the development of the cultural tourism industry. We should respond to the market needs and practical needs of all parties, promote exchanges and cooperation in the field of cultural tourism, and devote to better transforming Chinese tourism resources into cultural tourism products and services, thus improving the overall strength and competitiveness of China's cultural tourism industry, so as to better meet the growing needs of Chinese people for a better life.

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