

# The Development Mechanism and Effect of Tourism Industry and Culture Industry in Shaanxi Province

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**Keywords:** Cultural Tourism Industry; The Industrial Chain; Industrial Convergence; Mechanism of Action

**Abstract:** To deepen the cultural industry and tourism industry integration and realize the innovation and development has become an inevitable trend, especially in recent years, with the improving of the residents' living standard in our country, the demand for spiritual and cultural level also constantly improve, as well as the diversification of tourism market personalized tourism products to a certain extent also reflects the situation. As one of the important cradles of the Chinese nation and Chinese culture, shaanxi is of great research value. Based on the relevant results of existing studies, this paper explores the relationship between culture and tourism industry and the industrial chain based on the analysis of the correlation between culture and tourism industry, and proposes to realize the integration of cultural tourism industry by giving play to the functions of "extension", "connection" and "space accommodation" of the industrial chain. On the basis of theoretical analysis for the empirical analysis, the existing research on cultural tourism and cultural tourism industry on the basis of the proposed use of the role of the industrial chain, the function of the industrial chain to strengthen the fusion of culture industry and tourism industry, and through the research analysis of shaanxi cultural tourism companies, the industry correlation is obtained for the convergence performance of the contribution ( $L = 0.69$ ,  $p < 0.001$ ) more than 0.5, the correlation between culture industry and tourism industry and the coupling of cultural tourism industry integration performance is associated with fusion effect.

## 1. Introduction

Since the reform and opening up, China's tourism industry has successfully realized the above historic leap from shortage to primary health, from developing countries to major countries. However, we can also find that while people's living standards are improving day by day, the pursuit of quality of life is also becoming more and more important. The traditional development model of sightseeing tourism has been unable to meet the diversified needs of contemporary tourism consumers, and the tourism industry has entered a new historical period of transformation and upgrading of tourism attractions. Tourism rapid development, most of the people be able to walk out of the places they lived, to go to other cities or foreign visit scenic spots, but simple natural scenery tour doesn't satisfy the requirement of the consumer mental, such as to the tourism industry as a cultural tourism industry development, can not only meet the needs of the masses to modern tourism and also help to construct the tourism industry into a "strategic pillar industry"; On the other hand, the state encourages the development of cultural industries and cultural undertakings and proposes to develop cultural industries into "pillar industries of the national economy". Based on this, the integration of cultural industry and tourism industry will promote the development of this pillar industry. The development of these two industries is also an important factor to promote the integrated development of cultural tourism industry. In the future, improving the quality and efficiency will become the direction of tourism development. At present, there are also many problems in the development of China's cultural industry. For example, the overall scale of the industry is small, the structure is unreasonable, the regional development is unbalanced, the utilization efficiency of resources is not high, and the rate of innovation is insufficient, which are all important factors restricting its development. In developing the cultural tourism industry integration time is not long, so its research results not rich has certain rationality, but the cultural tourism

industry integration is more, the meaning and necessity of the integration are also involved, especially for cultural industry and tourism industry of separate research is more, these to explore the relations between the two kinds of the internal mechanism of industrial convergence.

Deepening the integrated development of shaanxi's cultural industry and tourism industry can not only provide capital and market for shaanxi's local cultural industry, promote the development of cultural industry, accelerate the transformation of economic development mode, but also break the bottleneck of tourism industry development, and promote in-depth and diversified structural adjustment of tourism products [1]. By deepening the fusion of culture industry and tourism industry, fully tap the shaanxi culture, the use of shaanxi cultural resources integration, make it become the promotion of cultural soft power is strong, not only to the protection of historical and cultural resources, strengthen the culture of shanxi resources development and utilization of wholeness, still can make excellent ethnic to transmit and continuously carry forward the traditional culture of [2]. Based on the related theory as the analysis of the industrial chain, at the same time based on the relevant knowledge of industry economics, the practical experience and problems to rise to the theoretical analysis, the theory is helpful to explore the industrial chain in the role of cultural industry and tourism integration mechanism, for the development of the theory of cultural tourism industry at present, provides a new research idea and form a certain achievement, have certain academic value; In practice, it is beneficial to provide beneficial decision-making reference for enterprises and governments in the development of cultural tourism industry, so it has good practical application value [3-4].

This paper mainly explores the internal mechanism relationship of the integration of cultural industry and tourism industry, studies the functional mechanism relationship of the industrial chain in the operation of this mechanism, and puts forward the policy Suggestions to accelerate the development of cultural tourism industry through the construction of cultural tourism industry chain. This paper is based on the empirical analysis of the integration and industrial chain relationship of shaanxi's cultural industry and tourism industry. According to the results of the theoretical analysis, the paper puts forward the hypothesis, establishes the corresponding reasonable index system, adopts the questionnaire method to carry on the investigation, collects the data. With the help of SPSS19.0 and AMOS17.0 statistical analysis software, confirmatory factor analysis and structural equation model were used for empirical analysis to explore the impact of the integration between cultural industry and tourism industry on industrial performance and the impact of the integration under the action mechanism of the industrial chain.

## **2.Method**

### **2.1 Integration Characteristics of Cultural Tourism Industry**

For the cultural industry and tourism industry which are independent of each other, the definition of cultural industry is relatively clear at present[5]. For example, the definition of cultural industry by the United Nations cultural organization is a series of activities that produce, reproduce, store and distribute cultural products and services according to industrial standards. The world tourism organization and relevant scholars tourism industry is defined as: according to the associated with tourism activities, tourism can be divided into characteristics of tourism industry, related industries and other industries, among them, the characteristics of tourism industry mainly refers to tourism resources to rely on, on the basis of tourist facilities, through the provision of tourism products and services, comprehensive industry meet the travel needs of various consumers. However, when the two industries are linked together and understood as the concept of cultural tourism industry, there are mainly three definitions mentioned in this review, namely inclusion relationship, composition relationship and combination relationship. The author according to the research needs from the perspective of associated with the industrial chain is defined as: cultural tourism industry is a kind of industry, such as through the industry form, the cultural elements and tourism has the qualities of a complementary, with the aid of industrial function, by forming force structure, turned it into a new form of industry of new productive process. This definition has the following three characteristics:

first, the potential of internal complementarity is the basic nature of the elements in the cultural tourism industry. Second, industry is the carrier of cultural tourism industry, that is, cultural elements or tourism elements can only exist and realize their functions through industrial form, which is also an important basis for the integration of industrial chain proposed in this paper. Third, the benefits of cultural tourism industry are mainly structural benefits, that is, the benefits of this industry are not the benefits of culture or tourism as a separate industry, or the individual benefits of a separate industry, but the new structural benefits of integration.

## **2.2 Effective Ways of Cultural Tourism Industry Integration**

Although cultural tourism industry integration has intrinsic rationality, but the reality is not equal to a fusion, will its inherent rationality into practice, also need to have the right path, and this is very critical path in a large extent, is also the theoretical workers and practical workers and the government is trying to explore the problem [6]. Industrial integration is a self-organizing process, which is premised on the openness of the industrial system, the far from equilibrium state and the nonlinear interaction of different industrial elements. Only when these factors are satisfied can the integration of industries be promoted [7]. The fusion of cultural industry and tourism industry is a process of breaking the original industrial system and reorganizing new industrial elements. This process is not the simple addition of industries, but the superposition of two complex industries. In terms of the nature of the cultural industry and the tourism industry, both of them are open industries. Although the boundaries of the two industries exist, they intersect with each other, which increases with the strengthening of the links. Second, the balance point of view, the original state of culture industry and tourism industry are independent of each other gradually being broken, simple or cultural industry development of tourist industry development pattern has not adapted to the development of market demand, the government and the market (enterprise as the main body) has also sought to organic integration of the two, the two can complement each other, get industry effects. From the perspective of the non-linear interaction between different industrial elements, cultural industry elements and tourism industry elements interact with each other in the form of network relations, which is conducive to the increase of benefits and product innovation, the transmission of knowledge economy such as technology and market, and the realization of the development and prosperity of new industries. Therefore, the fusion of the two is reasonable [8-9].

## **2.3 Internal Mechanism of The Integration of Industrial Chain and Cultural Tourism Industry**

### **2.3.1 Prophase - “Extension” Mechanism**

The industrial chain plays an extension role in the integration of cultural tourism industry and is the extension function of the source to the industrial chain. Essentially, it is the result of “MAR overflow” by extending enterprises and industries[10]. The basis of industrial agglomeration is the organic connection of various industries, industries and enterprises, and the core of which is the connection between enterprises. An important feature of the industrial chain is extension, which first originates from a certain product within an industry and extends to its upstream and downstream. This extension is to use the original foundation and resources to extend to related products.

### **2.3.2 Medium Term - “Space Accommodation” Mechanism**

In the integration of cultural tourism industry, the industrial chain plays a role of space accommodation, which is derived from the "space accommodation" function of the industrial chain. Essentially, it is the result of Jacobs overflow after the industry chain accommodates different industries and enterprises.

### **2.3.3 Later- on Mechanism**

The "connect" function of the industrial chain in the integration of cultural tourism industry is derived from the "connect" function of the industrial chain. Essentially, it is the result of "MAR

overflow" and "Jacobs overflow" through the connection and improvement of the links of the industrial chain.

### **3.Experiment**

#### **3.1 Questionnaire Design**

This paper mainly studies the role of the industrial chain in the integration of the cultural tourism industry. The variables included in the research are all conceived concepts, and data need to be collected through questionnaires to achieve the purpose of empirical research. In empirical research, the reliability and validity of statistical analysis results are largely determined by the design of variables, so the compilation of research questionnaires and the quality of questionnaires become one of the important tasks in this paper.

##### **3.1.1 Principles of Questionnaire Preparation**

First, through the collection and collation of related research literature at home and abroad, we try to find out the existing variable measurement scales, and these scales have been proved to have good measurement reliability and validity. Second, on the basis of referring to a large number of foreign literature, and combining with the actual situation in China, the questionnaire and related indicators are clearly and strictly defined. Thirdly, the design of the questionnaire and the questionnaire index should be combined with the actual situation of our country to make the questionnaire more in line with the thinking mode and language habits of Chinese people, so that the questionnaire survey can proceed smoothly.

##### **3.1.2 Questionnaire Preparation Process**

First of all, the questionnaire is designed into two parts with reference to relevant studies. The first part is the basic introduction, which involves the business scope of the enterprise operation and the enterprise's understanding of the industrial chain. The second part is the selection, which involves the analysis of the integration relationship between the cultural industry and the tourism industry, the relationship between the industrial chain and the integration, the analysis of environmental factors, the measurement of integration performance and other categories, with the focus on the first four categories, and other categories as supplements to the research. The 31 three-level indicators were converted into corresponding questionnaire questions. The answers to each question were divided into five grades according to the Richter scale, with scores of 5, 4, 3, 2 and 1. In the process of compiling the scale, the study paid attention to the actual situation in the socialist economy operation with Chinese characteristics, and conducted field interviews with experts and scholars in the related field and enterprise managers, finally forming a research questionnaire. Before the formal survey, the study also conducted preliminary measurement of small samples, conducted preliminary analysis of the pre-survey data, and formed a formal questionnaire after deleting some unreasonable points.

##### **3.2 Scope of Questionnaire Survey**

The geographical scope of the questionnaire survey is shaanxi, and the survey objects are representative cultural enterprises, tourism enterprises and cultural tourism enterprises. In order to ensure the recovery rate and quality of the questionnaire, the following measures were taken during the survey: first, the definition of cultural tourism enterprises. In theory, the cultural industry and tourism industry in the germination and development of fusion, the typical cultural tourism enterprise quantity is less, most from the traditional culture and cultural tourism enterprise or out in tourism enterprises, so the investigation object defined as cultural enterprises, tourism enterprises, tourism enterprises and related enterprises.

## 4. Discuss

### 4.1 Descriptive Analysis of The Survey Data on The In-Depth Integration of Tourism and Cultural Industry in Shaanxi Province

The questionnaire data were tested for normal distribution, and the recovered samples were tested for kurtosis and skewness by SPSS19.0. According to relatively strict judgment criteria, when the absolute values of kurtosis and skewness were less than 2, the data were considered to meet the requirements of normal distribution. The sample data of this sample survey basically follow the normal distribution, and the test results can be reflected in table 1 below. The sample data are applicable to the structural equation model.

Table 1. Test results

Indicators	Partial Degrees	Kurtosis
The relationship between cultural industry and tourism industry.	-0.207	0.359
The role of industrial chain in integration.	-0.395	0.359
The influence of environmental factors in fusion.	-0.408	0.359

#### Analysis of The Impact of The Relationship Between Cultural Industry and Tourism Industry on The Integration

In order to verify the influence of the relationship between cultural industry and tourism industry on the integration, AMOS17.0 software in structural equation model (SEM) was used to demonstrate. Confirmatory factors were used for analysis and parameter estimation, as shown in Figure 1 below:

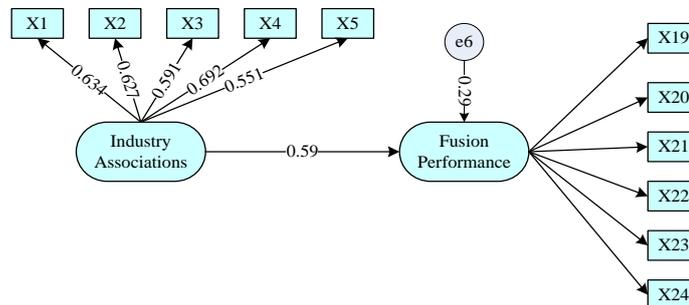


Figure 1. Confirmatory Factor Analysis Results of The Relationship Between Industry Relevance and Fusion Performance

From Figure 1, you can follow and industry relevance for the fusion performance contribution ( $L = 0.69$ ,  $p < 0.001$ ) more than 0.5, the correlation between culture industry and tourism industry and the coupling of cultural tourism industry integration performance is associated with fusion effect, but the contribution value of 9 is only 0.69, as a result, the relationship between culture industry and tourism industry have an impact on fusion.

## 5. Conclusion

Shaanxi cultural industry and tourism industry is the cultural communication and tourism integration development, industry economics, resource science and other multi-disciplinary cross border theory research methods used in industry as the core of industrial integration theory into practice, through technology integration, product integration, enterprise integration, and gradually realize the market fusion, including product integration, are among the most important aspects of the fusion path, and resources is the basis of product development, so the shaanxi cultural and tourism resources is the basis of two industrial convergence development of shaanxi, but not all of the cultural tourism resources can be integration resources, this paper through the analysis of shaanxi cultural industry and tourism industry The basic situation, from the perspective of the

boundary theory, shaanxi cultural industry and the necessity and feasibility of tourism industrial convergence, this paper summarizes the actual situation, and by analyzing the results of the questionnaire research, the shaanxi wen-hua zhou tourism resources integration and extraction, to ensure that later in the technology integration, product integration, enterprise integration and the development of market integration can properly.

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