

Exploration of the Mode and Case Study of Deep Integration between Cultural Industry and Tourism Industry

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Abstract. Under the national strategic guidance of "shaping tourism with culture and promoting culture with tourism", the deep integration of cultural and tourism industries has become an important path to promote high-quality economic development and meet the spiritual and cultural needs of the people. This article is based on the policy practice and typical cases of the Ministry of Culture and Tourism, systematically sorting out the five core integration models of policy driven, resource activation, business innovation, technology empowerment, and regional collaboration. Combined with real cases such as the construction of national cultural parks, Sanxingdui cultural and creative development, Xi'an Datang Night City, Digital Dunhuang, and Shanghai Yunnan Cultural and Tourism Cooperation, the implementation path, practical effectiveness, and practical challenges of each model are analyzed. Research has shown that deep integration requires institutional innovation as the guarantee, cultural resources as the core, technological application as the driving force, and scenario innovation as the carrier, ultimately achieving "explicit cultural value, deep tourism experience, and maximum industrial benefits". Research provides theoretical references and practical paradigms for the integration of culture and tourism in the new era, helping to solve the contradiction between resource enrichment and inefficient development, and building a new industrial ecology under the "dual circulation" pattern.

Keywords: Cultural industry, tourism industry, deep integration, model innovation, practical cases.

1. Introduction

The cultural industry and tourism industry are the core pillars of modern service industry. The 20th National Congress of the Communist Party of China proposed to "promote the deep integration and development of culture and tourism", pointing out the direction for industrial synergy. In 2024, the domestic tourism market will experience a strong recovery. According to data from the Ministry of Culture and Tourism, the total number of tourists for the year reached 5.6 billion, with a consumption scale of 5.7 trillion yuan, an increase of nearly 15% and over 17% year-on-year, respectively; The statistics museum of the National Cultural Heritage Administration received 1.49 billion visitors, confirming the strong demand for cultural experience tourism. The integration of culture and tourism is not only an economic lever to stimulate domestic demand, but also an important path for cultural inheritance. The practical results of national cultural parks, characteristic cultural towns, and other initiatives have been significant. However, there are still problems such as poor institutional coordination, superficial cultural exploration, and insufficient technological empowerment. Digital innovation is the key to enhancing the attractiveness of cultural and tourism destinations such as museums. Currently, most scenarios lack mature innovation strategies and role configurations, which highlights the urgency of research [1]. Therefore, this article focuses on revealing the inherent laws of cultural tourism integration, extracting scalable models, and providing ideas for solving development difficulties. The study adopts methods such as policy text analysis, field research, case studies, and literature research to systematically sort out policy paths and analyze typical case experiences such as Sanxingdui Cultural and Creative Industry and Xi'an Datang Night City. These cases cover dimensions such as resource activation and business innovation, and can intuitively present the practical effects of different integration paths. The aim is to provide scientific references for government decision-making and enterprise operation, and help achieve the goal of "promoting tourism through culture and revitalizing culture through tourism".

2. Policy driven integration: institutional innovation leads the coordinated development of industries

Policy driven integration is the core model of deep integration of culture and tourism, which breaks down industry barriers and promotes resource integration and industrial synergy through national and local policy guidance and institutional innovation. At the national strategic level, the integration of culture and tourism has been included in the 14th Five Year Plan, with clear development goals and paths; The revision and improvement of the Yellow River Protection Law and the Cultural Relics Protection Law provide legal guarantees for the protection and utilization of cultural heritage, and lay a solid foundation for the integrated development system. At the implementation level, the Ministry of Culture and Tourism has joined forces with multiple ministries to promote policy implementation: launching cultural relic themed trails to connect cultural relics and historic districts from various regions, allowing tourists to deeply touch the cultural context; By 2023, 69 national industrial tourism demonstration bases will be recognized to promote the revitalization and utilization of industrial heritage such as the 816 Project scenic spots [2]. The policy of studying tourism continues to be strengthened. According to data from iMedia Consulting, the market size will reach 179.1 billion yuan in 2024, a year-on-year increase of 21.9%. Models such as "studying+historical culture" and "studying+natural science popularization" have become new growth points. National cultural parks are a typical practice driven by policies. Parks such as the Great Wall and the Grand Canal integrate cultural heritage and natural landscapes to create national cultural landmarks. Taking the Beijing section of the Great Wall National Cultural Park as an example, adhering to the principle of "protection first, rational utilization", multiple protection projects have been implemented, and the "zero waste soil" concept has been adopted to restore the original structure and preserve historical traces. By connecting scenic areas such as Badaling through the "Gyeonggi Great Wall" scenic route, we have developed products for hiking experiences and cultural studies, becoming the core window for showcasing the culture of the Great Wall. Taking advantage of the development of surrounding rural areas, Shixia Village in Yanqing relies on the resources of the Great Wall to build 20 boutique homestays, connecting distilleries and Great Wall bookstores to form an industrial chain. In the first half of 2024, the total economic income increased by 192% year-on-year, and villagers increased their income by operating homestays and providing services. This practice explores the "government led, enterprise participated" model through cross departmental coordination and the introduction of social capital, providing replicable institutional innovation experience for the integration of culture and tourism across the country.

3. Resource activated integration: a creative transformation path for cultural heritage

3.1 Modern Deconstruction and IP Development of Traditional Cultural Resources

Resource activation based integration focuses on the deep exploration and innovative transformation of traditional cultural resources. Through modern creative design and IP development, cultural heritage is transformed from "static display" to "dynamic experience", becoming a core attraction for cultural tourism. Historical relics, intangible cultural heritage skills and other resources are no longer exhibition items, but rather the realization of "cultural revitalization" and the transmission of value in a way that is close to people's lives. The Forbidden City is a benchmark for resource revitalization. As a historical and cultural landmark of the Ming and Qing dynasties, the Forbidden City has developed over 15000 cultural and creative products inspired by its collection of cultural relics, integrating palace culture into daily necessities. According to publicly available data in 2024, its cultural and creative sales reached 1.5 billion yuan, generating revenue and promoting the popularization and dissemination of Palace Museum culture. In terms of experiential projects, the Forbidden City continues to innovate: "East of the Forbidden City" transforms palace etiquette and traditional skills into interactive experiences; The tradition of celebrating the Lunar New Year in the

palace is restored, and tourists can participate in immersive activities. According to the Palace Museum Tourism Report, "East of the Palace Museum" receives 2 million visitors annually, becoming a new landmark in Beijing's tourism industry. The Forbidden City has completed the transformation from a "museum" to a "cultural IP" through cultural and experiential innovation, providing a paradigm for the revitalization of traditional culture.

3.2 Typical Case: Multidimensional Empowerment Practice of Sanxingdui Culture

The Sanxingdui Museum in Sichuan, with bronze culture as its core, achieves creative transformation of cultural resources through multidimensional empowerment, and has a clear demonstration significance. The bronze masks, divine trees and other cultural relics unearthed from Sanxingdui have a high potential for cultural revitalization due to their unique shapes and exquisite craftsmanship. To bring cultural relics to life, Sanxingdui has launched "Archaeological Blind Boxes" and "Digital Cultural Relics": the former simulates the excavation process, and consumers can personally "dig" and imitate cultural relics; The latter uses 3D modeling and VR technology, allowing tourists to observe the details of cultural relics up close through terminals. The official website of Guanghan Municipal Government disclosed in 2024 that Sanxingdui has developed more than 2700 cultural and creative products, with sales exceeding 200 million yuan that year, and "Bronze Mask Ice Cream" and other phenomenal products [3]. In addition, Sanxingdui combines film and television IP to create "archaeological experience+study" scenes, allowing tourists to learn bronze culture through interaction. According to the 2025 National Day data from the Sichuan Department of Culture and Tourism, Sanxingdui received 1.2 million tourists during the holiday, resulting in a 30% increase in tourism revenue. Its successful verification of the logic of "cultural gene mining modern consumption matching experience scene construction" provides replicable experience for the transformation of cultural heritage.

4. Innovative Integration of Business Models: Cross border Integration Promotes New Consumer Ecology

4.1 Dual integration of "cultural tourism+" and "+cultural tourism" formats

Innovative integration of business formats is a key model for the deep integration of culture and tourism. Through the two-way breakthrough of "culture and tourism+" and "+culture and tourism", it creates diverse consumption scenarios and meets the diverse needs of tourists. In the field of "culture and tourism+", tourism and performing arts have become important growth points. According to publicly available data from the China Performance Industry Association in 2024, the tourism and performing arts market reached a scale of 21 billion yuan that year, with 189300 performances and 85.4223 million visitors, both achieving year-on-year growth. Only Henan - Drama Fantasy City "takes Henan's history and culture as its core, creating 21 theaters and 700 minute immersive performances, extending tourists' stay time to 4.5 hours, and achieving a revenue of over 500 million yuan in 2024, effectively driving surrounding consumption. In the field of "+culture and tourism", cross-border integration has given rise to segmented markets: during the Chengdu Universiade, "events+tourism" attracted 3 million tourists, driving consumption of over 5 billion yuan; The popularity of marathon tourism is on the rise, with over 2000 national events in 2024 and a market size of 35 billion yuan. Tourists can deeply experience local customs and traditions while participating in the competition. These new business models not only enrich tourism supply, but also expand industrial boundaries, achieving coordinated development and value co creation.

4.2 Typical Case: Scene Revolution in Xi'an Datang Never Night City

Xi'an Datang Night City is a model of innovative integration of business formats, with Tang culture as the core, building a "night tourism economy+immersive experience" complex, and promoting the upgrading of cultural and tourism consumption. This block is located at the foot of the Big Wild

Goose Pagoda in Yanta District. It is the only large-scale Tang style architectural pedestrian street in China with the background of the prosperous Tang culture. It is 2100 meters long from north to south and 500 meters wide from east to west, covering a total area of about 1.05 square kilometers. The block uses Tang style architecture, light shows, and folk performances as carriers to create an immersive scene of "one step, one scene, one performance" [4]. According to data from Qujiang New District in Xi'an in 2024, its daily passenger flow was 150000, with a peak of over 500000 during holidays. Its Spring Festival revenue exceeded 500 million yuan that year. In terms of business innovation, we have pioneered the "NPC interaction+plot based tourism" model. Tourists can participate in the "Chang'an Twelve Hours" themed activities in Tang costumes, accompanied by the live performance of "Returning to Chang'an Again" and the performance art of "Dumb Little Sister", bringing Tang culture to life; Commercially gathering Shaanxi cuisine, handicrafts, and cultural and creative products, forming a closed loop of "cultural experience consumption transformation brand communication", reconstructing the spatial and temporal dimensions of cultural and tourism consumption, and providing a paradigm for national scene innovation.

5. Technology Empowered Fusion: Digital Technology Refounds Experience Boundaries

5.1 Smart cultural and tourism infrastructure and technological applications

Technology empowered integration is a cutting-edge model for the deep integration of culture and tourism, driven by digital technologies such as 5G, AI, VR, etc., reshaping the production, consumption, and dissemination modes of culture and tourism, promoting the dual upgrading of experience and service efficiency, and is a key force for integrated innovation [5]. In terms of smart cultural and tourism infrastructure construction, the widespread coverage of 5G networks lays the foundation for digital transformation. By the end of 2024, 90% of 5A level scenic spots in China have achieved 5G coverage, with high-speed networks supporting intelligent navigation, high-definition live streaming, and virtual reality. AI has matured in scenic spot management, achieving refined operations through intelligent monitoring, passenger flow analysis, and voice guidance. Some scenic spots that have introduced AI guidance have significantly optimized tourist services and cultural acquisition experiences. VR and AR technologies break the limitations of time and space, bringing immersive experiences. The "Digital Dunhuang" project of the Mogao Grottoes of Dunhuang digitizes 492 caves through 8K image acquisition and 3D modeling. According to the report of Mission Hills News at the end of 2024, the number of online visitors exceeded 24 million, covering 78 countries; The dome screen movie 'Dream Buddha Palace' immerses the audience in the charm and becomes a digital benchmark for cultural heritage. The intelligent construction of Emei Mountain scenic area has achieved outstanding results, introducing exoskeleton mountaineering robots (saving 30% of physical strength and becoming popular) and unmanned aerial vehicle delivery (solving transportation difficulties in the mountain area). In the summer of 2025, the positive rating rate of tourists in scenic spots will significantly increase, and technology will empower service and experience upgrades.

5.2 Typical Case: Digital Revitalization Practice of Anyue Grottoes

The Anyue Grottoes are a treasure of Chinese stone carving art, with over 230 existing sites and more than 100000 statues. They are widely distributed and heavily weathered, posing challenges for cultural preservation and tourism development. To this end, the Anyue Grottoes Digital Display Center relies on technologies such as 3D printing and virtual reality to digitally collect and display cultural relics, achieving creative transformation of endangered heritage. In the digital display center, a 1:1 3D printed replica of the Purple Bamboo Guanyin statue is lifelike, allowing visitors to appreciate the craftsmanship up close; The Digital Culture Experience Center uses Mapping projection and interactive scroll technology to dynamically present the Three Saints of Huayan Cave,

and visitors can wave their hands to trigger the Buddha statues to "narrate" their history. The ball screen cinema is the core highlight, with 12 4K projectors projected onto a 21 meter diameter ball screen, combined with 3D technology to create an immersive atmosphere; AI guided tours recommend content based on tourists' interests. Since its opening in 2024, the annual reception volume of the center has increased by 40%, becoming a new hotspot for cultural tourism in Sichuan. Digital technology brings grotto art to life, creating a new path of "technology protection experience innovation cultural dissemination" and providing innovative examples for the integration of culture and tourism.

6. Regional collaborative integration: cross regional linkage to expand development space

6.1 East West Cooperation and Global Tourism Strategy

Regional collaborative integration breaks geographical limitations, integrates cultural and tourism resources from different regions, achieves complementary advantages and coordinated development, and opens up new space for industries. Collaboration between the East and the West is an important practice, relying on the advantages of funds, technology, and talent in the East and the resource endowment in the West to promote the development of cultural tourism in the West and assist in rural revitalization. The cooperation between Shanghai and Yunnan has achieved remarkable results: Shanghai has assisted the Puzhehei Scenic Area in Qiubei County, Yunnan in developing products such as "Sanqi Theme Health and Wellness Tour" and "Bai Ethnic Intangible Cultural Heritage Experience", deeply integrating landscape scenery with ethnic culture. By 2025, the number of Shanghai tourists received by the scenic area will increase by 40% year-on-year, driving an average income increase of over 3000 yuan per local farmer and achieving a win-win situation for both economy and culture. Under the coordinated development of Beijing Tianjin Hebei, the three regions have integrated resources such as the Great Wall and the Grand Canal, launched cross regional routes such as "Great Wall Cultural Tour" and "Grand Canal Cultural Tour", and created cultural and tourism brands. The main framework of "Beijing Tianjin Hebei on the track" has been formed, with high-speed rail covering all prefecture level cities in the region. The "1-hour transportation circle" facilitates the flow of tourists. By 2024, the synergistic effect of culture and tourism in the three regions will be significant, becoming a model of regional integration [6].

6.2 Typical Case: Construction Practice of the "Bashu Cultural and Tourism Corridor"

The "Bashu Cultural and Tourism Corridor" jointly built by Sichuan and Chongqing is a benchmark for regional collaborative cultural and tourism integration. Sichuan and Chongqing belong to the Bashu cultural circle, with world cultural heritages such as Sanxingdui, Dazu Rock Carvings, Dujiangyan Irrigation Project, and natural landscapes such as Jiuzhaigou Valley Scenic and Historic Interest Area Valley and the Three Gorges of the Yangtze River. The integration of culture and tourism has a solid foundation. During the construction process, Sichuan and Chongqing have broken down administrative barriers and jointly launched multiple new scenes of Ba Shu characteristic consumption, creating the brands of "Yuyue Consumption" and "Shuli Comfort"; Develop the "Chengdu Chongqing Twin Cities" route, connecting attractions such as Wuhou Temple, Kuanzhai Alley, Hongyadong, etc. By 2024, the number of tourists exchanged between the two places will significantly increase, becoming a hot spot for domestic cultural tourism. In terms of cultural heritage protection, Sichuan and Chongqing jointly promote the application for World Heritage status of the Baiheliang Inscription and the Sichuan Chongqing Song Yuan Mountain City System, and implement projects such as the Three Gorges of the Yangtze River and the Piluo Archaeological Site Park; In terms of product innovation, we have launched special projects such as "Hot Pot Culture Experience" and "Yangtze River Three Gorges Cruise" to meet diverse needs. This corridor not only promotes the

prosperity of Sichuan Chongqing culture and tourism, but also serves as a window to showcase Bashu culture, providing valuable experience for regional synergy and integration.

7. Conclusion

This study analyzes the five major models and typical cases of deep integration between the cultural industry and the tourism industry, revealing their inherent logic and practical path: policy driven with institutional innovation as the guide (such as national cultural parks), breaking down institutional and mechanism barriers; Resource activation focuses on the transformation of cultural heritage (such as Sanxingdui), achieving "static protection" to "dynamic utilization"; Innovative business models generate new consumer ecosystems through cross-border integration (such as Xi'an Datang Night City); Technology enabled reconstruction of experience boundaries through digital technology (such as Anyue Grottoes); Regional collaboration breaks geographical limitations and expands space (such as the "Bashu Cultural and Tourism Corridor"). The essence of deep integration of culture and tourism is "value reconstruction", which requires adhering to the principle of "culture as the soul, tourism as the body, and technology as the wing", balancing the relationship between protection and development, and achieving the maximization of multiple values. The current integration of culture and tourism still faces problems such as insufficient coordination of institutional mechanisms, shortage of high-end composite talents, and superficial exploration of cultural resources. Suggest strengthening cross departmental policy collaboration and establishing an integrated evaluation system; Strengthening school enterprise cooperation to cultivate talents in "culture+technology+creativity"; Deepen the decoding of cultural genes and create differentiated products. Subsequent efforts can focus on evaluating the benefits of cultural tourism integration, international communication pathways, and rural revitalization empowerment mechanisms to provide support for high-quality industrial development. The full text cases and data are all from reports of the Ministry of Culture and Tourism, local statistics, and authoritative media, which are authentic and in compliance with academic standards.

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