

Original Paper

Research and Practice on Green Development of Cultural Tourism Integrated Industry Clusters

Xi Luo^{1*}, Yao Huang² & Ronghui Wan¹

¹ Urban and Rural Construction Department, Southwest Jiaotong University Hope College, Sichuan, China

² Department of Architecture and Civil Engineering, Southwest Jiaotong University Hope College, Sichuan, China

* Luo Xi, Urban and Rural Construction Department, Southwest Jiaotong University Hope College, Sichuan, China

Received: October 23, 2023 Accepted: December 26, 2023 Online Published: January 04, 2024
doi:10.22158/se.v9n1p18 URL: <http://dx.doi.org/10.22158/se.v9n1p18>

Abstract

This paper focuses on the green development of cultural tourism integrated industry clusters, discussing case studies such as Longquanyi District, Bazhong Guangwushan, and Shuangliu District. It examines from various perspectives the impact factors, development models, and core issues of green development evaluation in cultural tourism integration within industry clusters. Under the guidance of industrial cluster theory, industry integration theory, and sustainable development theory, a research approach is constructed: “Cultural Tourism Integration - Business Model Innovation - Industry Cluster - Green Development Evaluation - Policy Recommendations”. This study deeply analyzes the formation conditions, new business model development, level of green development, and existing problems of cultural tourism integrated industry clusters in different regions, and proposes corresponding policy recommendations. By combining theory with practice, this study provides useful references for promoting the integration and sustainable development of cultural, ecological, and tourism resources.

Keywords

Cultural Tourism Integration, Industry Clusters, Green Development, Impact Factors, Practical Strategies

1. Introduction

1.1 Research Background

With the rapid development of China’s tourism industry, the integration of culture and tourism into

industry clusters has become an effective way to drive local economic growth and enhance cultural soft power. The State Council's opinion on the development of the tourism industry clearly proposes to cultivate the tourism industry into a strategic pillar of the national economy. Under this context, the integration of culture and tourism, as an emerging development model, has become a hot spot in leading the development of the tourism industry. Especially in recent years, as people continually seek higher quality in tourism, the formation and development of the cultural tourism integrated industry clusters have drawn increasing attention.

1.2 Research Significance

The context of this study lies in the rapid rise of the tourism industry. As a new model for promoting the upgrade of the tourism industry and enhancing regional competitiveness, the development of cultural tourism integrated industry clusters has a profound impact on the sustainable development of local economy and society. Against this backdrop, a thorough study of the green development of cultural tourism integrated industry clusters not only helps to better understand the formation mechanism of this new type of industry, but also provides empirical support for regions to formulate viable green development strategies.

1.3 Current Status and Issues of Green Development in Cultural Tourism Integrated Industry Clusters

Although the development of cultural tourism integrated industry clusters has achieved significant accomplishments, it also faces a series of problems amidst rapid growth. Traditional development models often come with issues like resource wastage and environmental pollution, hence the urgent need for in-depth research into the green development of these clusters. Currently, Longquanyi District and other regions still face problems such as uneven development and unreasonable resource utilization in their cultural tourism integrated industry clusters. To better promote the sustainable development of these clusters, this study will analyze the current status and issues of green development, providing theoretical support for formulating practical and feasible policy recommendations.

2. Conditions and Characteristics of the Formation of Cultural Tourism Integrated Industry Clusters

2.1 Overview of Industrial Cluster Theory

Industrial cluster theory emphasizes the geographical agglomeration of related industries, forming a relatively closed ecosystem through mutual cooperation and competition. This theoretical framework aids in understanding the formation mechanism and operational rules of cultural tourism integrated industry clusters. In these clusters, the interdependence and complementary relationships between different industries, as well as their common regional background, foster the formation and development of the industry clusters.

2.2 Analysis of Formation Conditions of Cultural Tourism Integrated Industry Clusters

(1) Cultural and Tourism Resource Advantages: The formation of cultural tourism integrated industry clusters is inseparable from rich cultural and tourism resources. Longquanyi District, with its long

history and unique natural landscapes, provides abundant material for cultural and tourism integration.

(2) Policy Support: Government policy support for the cultural and tourism integration industry is a key factor in the formation of industry clusters. The introduction of relevant incentive policies and plans provides a policy environment for the formation of these clusters.

(3) Industry Interaction Mechanisms: Cultural tourism integrated industry clusters require a positive interaction mechanism among related industries, such as cooperation between cultural institutions and tourism companies, and the deep integration of creative industries with scenic areas. These interactions promote the formation of clusters in the cultural and tourism integration industry.

2.3 Spatial Distribution Characteristics of New Business Models in Cultural Tourism Integration

(1) Concentrated Development in Main Urban Areas: New business models in cultural tourism integration tend to cluster in main urban areas. This is related to the denser cultural resources, human flow, and commercial environment in these areas, helping to form more attractive cultural and tourism integration scenarios.

(2) Regional Differentiation: Different regional cultural tourism integrated industry clusters show variations in the development of new business models. For example, Bazhong Guangwushan may focus more on the combination of natural ecology and cultural tourism, while Shuangliu District may emphasize innovation in cultural tourism commerce.

(3) Accessibility: Spatial distribution characteristics are also related to accessibility. Areas with convenient transportation are more likely to form cultural tourism integrated industry clusters, which is closely related to the mobility of tourists and the demand for business model innovation.

3. Analysis of Factors Influencing Green Development in Cultural Tourism Integrated Industry Clusters

3.1 Overview of Industry Integration Theory

Industry integration theory emphasizes the fusion and synergy between different industries, enhancing overall competitiveness through resource integration and innovation mechanisms. In cultural tourism integrated industry clusters, the application of industry integration theory aids in deeply understanding the dynamic mechanisms of interrelation among various industries during the integration process.

3.2 Main Factors Affecting Green Development of Cultural Tourism Integrated Industry Clusters

(1) Policy Environment: Government environmental policies and green industry policies have a significant impact on the green development of cultural tourism integrated industry clusters. Government support and regulations will aid industries in better advancing towards green development.

(2) Industry Interconnection: The synergistic effect between different industries is crucial for green development. In cultural tourism integrated industry clusters, the effective interconnection of culture, tourism, and creative industries will drive the entire cluster towards green industry transformation.

(3) Corporate Innovation Capability: The innovation ability of enterprises in green technology and management directly affects the sustainable development of the entire cultural tourism integrated

industry cluster. High-level technological and management innovation will enhance the cluster's green level.

(4) **Social Participation:** The degree of social participation and awareness is also vital for the green development of cultural tourism integrated industry clusters. Public environmental consciousness and demand for green products will directly influence the development direction of cluster enterprises.

3.3 Construction of a Green Development Evaluation Index System and Theoretical Basis

(1) **Resource Utilization Efficiency:** One of the important indicators measuring the green development of cultural tourism integrated industry clusters, focusing on the conservation and efficient use of resources.

(2) **Environmental Impact:** Examining the cluster industry's impact on the surrounding environment, including indicators such as waste emissions and energy consumption.

(3) **Social Benefits:** Focusing on the impact of cultural tourism integrated industry clusters on local society, including evaluations of employment and residents' quality of life.

(4) **Innovation Capacity:** Green development requires innovative impetus; therefore, evaluating the technological and management innovation of cluster enterprises.

(5) **Policy Compliance:** Assessing the compliance and implementation of relevant environmental policies by enterprises in cultural tourism integrated industry clusters.

These indicators form a comprehensive green development evaluation system, helping to assess the green development level of cultural tourism integrated industry clusters in a comprehensive and objective manner.

4. Case Studies: Longquanyi District, Bazhong Guangwushan, and Shuangliu District

4.1 Analysis of Cultural Tourism Integrated Industry Cluster in Longquanyi District

(1) **Cultural and Tourism Resource Advantages:** Longquanyi District possesses rich historical culture and natural scenery, providing unique resource advantages for the cultural tourism integration industry. Ancient cultural heritage and natural landscapes attract a large number of tourists.

(2) **Industry Layout:** The cultural tourism integration industry in Longquanyi District presents a diversified development pattern, including cultural and creative industries, tourism services, and specialty snacks. Different industries synergize, forming a relatively complete industrial chain.

(3) **Government Policy Support:** The Longquanyi District government has introduced a series of policies supporting the development of the cultural tourism integration industry, encouraging enterprises to innovate, improve service levels, and simultaneously promote green development of the industry.

4.2 Formation and Development of Cultural Tourism Integrated Industry Cluster in Bazhong Guangwushan

(1) **Natural Ecological Advantages:** Located in an area with superior natural environment, Bazhong Guangwushan's unique natural scenery provides abundant material for the cultural tourism integration

industry. Various projects integrating culture and tourism have been developed in the area, attracting tourists.

(2) **Combination of Cultural and Tourism Industries:** The Guangwushan area fully exploits local cultural characteristics, integrating culture with tourism business to promote diversified industry development. For example, cultural and creative products and themed activities enhance the tourist experience.

(3) **Community Participation:** The Guangwushan area emphasizes cooperation with local communities, involving local residents in the cultural tourism integration industry, increasing social recognition of the industry, and promoting regional economic development.

4.3 Green Development Practices of Cultural Tourism Integrated Industry Cluster in Shuangliu District

(1) **Transportation Convenience:** Located at a transportation hub, Shuangliu District's high level of accessibility provides strong support for the development of its cultural tourism integrated industry cluster. High tourist mobility is conducive to forming a prosperous cultural tourism industry.

(2) **Innovative Development:** Shuangliu District focuses on innovation in the cultural tourism integration industry, introducing new technologies and models, and promoting the transformation and upgrading of the industry. For example, enhancing the level of service in scenic areas through digital technology achieves green development of the industry.

(3) **Ecological Protection and Utilization:** Shuangliu District emphasizes ecological protection in the development of its cultural tourism integration industry, advocating for green tourism concepts. Through rational planning and resource utilization, a positive interaction between tourism and the ecological environment is achieved.

These case studies showcase the characteristics and development paths of cultural tourism integrated industry clusters in different regions, providing references and insights for other regions in promoting green development.

5. Policy Recommendations for Green Development of Cultural Tourism Integrated Industry Clusters

5.1 Strengthening Cultural Resource Protection and Heritage

(1) **Establishing a Cultural Resource Database:** Create a comprehensive database of cultural resources, including historical sites and traditional handicrafts, to better protect and pass on local culture.

(2) **Setting Up a Cultural Protection Fund:** Establish a fund dedicated to supporting the restoration and preservation of culturally significant buildings and artifacts, ensuring the continuous transmission of cultural heritage.

(3) **Promoting Cultural Education:** Enhance the promotion and education of local culture through schools, communities, etc., to foster residents' sense of identity and awareness of cultural protection.

5.2 Advancing the Deep Integration of Culture and Tourism

(1) **Guiding Industry Upgrading:** Support the development of cultural and creative enterprises, guide

the integration of traditional culture with modern industries, and drive the cultural tourism industry towards higher value addition.

(2) Developing Distinctive Cultural Tourism Products: Encourage enterprises to innovate and introduce cultural tourism products with local characteristics, enhancing tourist experience and product appeal.

(3) Strengthening Industry Synergy: Promote cooperation among cultural tourism integration industries, create synergistic effects, and drive the joint development of various industries within the cluster.

5.3 Enhancing Ecological Resource Protection and Utilization

(1) Establishing Ecological Protection Areas: Designate ecological protection zones, strengthen the protection of natural landscapes and ecological environments, and ensure that the development of the cultural tourism integration industry is in harmony with ecological balance.

(2) Promoting Green Building: Embrace the concept of green building in the construction of cultural tourism integrated industry clusters, use environmentally friendly materials, and improve energy efficiency and environmental friendliness of buildings.

(3) Formulating Ecological Tourism Plans: Develop ecological tourism plans, define tourism routes, set up observation points, and strengthen the management of tourist behaviors to minimize negative impacts on ecology.

5.4 Establishing Green Development Mechanisms

(1) Establishing a Green Evaluation Mechanism: Set up an evaluation system for the green development of cultural tourism integrated industry clusters to conduct green assessments of enterprises and encourage green operations.

(2) Promoting Green Technological Innovation: Support enterprises within the cultural tourism integrated industry clusters in developing green technologies, guide the adoption of eco-friendly technologies, and improve resource utilization efficiency.

(3) Strengthening Policy Guidance: The government should formulate clearer green development policies, encourage enterprises to transform towards green practices, and provide related economic and tax incentives.

Through these recommendations, the aim is to achieve green development while promoting the growth of cultural tourism integrated industry clusters, realizing the coordinated progress of culture, economy, and ecology.

6. Conclusion and Future Prospects

6.1 Summary of Research Findings

(1) Study on Green Development of Cultural Tourism Integrated Industry Clusters: Guided by industrial cluster theory, industry integration theory, and sustainable development theory, this study delves into the green development issues of cultural tourism integrated industry clusters in Longquanyi District, Bazhong Guangwushan, and Shuangliu District. Through case studies, it proposes a series of targeted countermeasures, providing theoretical support and practical references for promoting green

development in cultural tourism integrated industry clusters.

(2) Innovation in Research Framework: This research innovatively constructs a “Cultural Tourism Integration - Business Model Innovation - Industry Cluster - Green Development Evaluation - Policy Recommendations” framework. From a holistic to a specific level, it forms a systematic research approach, offering new perspectives and methods for in-depth study of green development in cultural tourism integrated industry clusters.

6.2 Existing Problems and Limitations

(1) Data Limitations: There are certain limitations in data acquisition, especially in collecting data on emerging cultural tourism integration business models, affecting in-depth studies of specific industries.

(2) Theoretical Depth: In establishing the research framework, there is room for further exploration into the theoretical depth of some hot topics, not fully covering all dimensions of green development in cultural tourism integrated industry clusters.

(3) Subjectivity in Case Selection: The case study areas chosen in this research have a degree of subjectivity and do not cover a wider geographical area, which may limit the study’s scope.

6.3 Future Research Directions

(1) In-depth Exploration of Emerging Business Models: Future research could delve deeper into the development of emerging cultural tourism integration business models, focusing on green development in areas like digital culture and virtual tourism.

(2) Strengthening Theoretical Innovation: Further strengthen the innovation in the theory of green development of cultural tourism integrated industry clusters, combining the latest industry development trends to expand research horizons and enhance theoretical depth.

(3) Expanding the Scope of Case Studies: Future studies could include a wider range of cases, covering more diverse regions, to better reflect the diversity and commonality of green development in cultural tourism integrated industry clusters in different areas.

By deeply reflecting on existing issues and clarifying future research directions, it will help to further enhance the depth and breadth of research on green development in cultural tourism integrated industry clusters.

Acknowledgement

Thanks to the support from the Chengdu Longquanyi District Philosophy and Social Sciences Planning Project in 2023 (Project name: Research on the Green Development of Cultural and Tourism Integrated Industrial Clusters in Longquanyi District)

Thanks to the support of the Bazhong City Philosophy and Social Sciences Planning Project in 2023 (Project name: Research on Green Development Evaluation of Guangwushan Cultural and Tourism Integrated Industrial Cluster; Project Number: BZ23YB021)

Thanks to the support of the 2023 school-level youth scientific research project of the Hope College of Southwest Jiaotong University (Project Name: Research on Green Development Evaluation of Cultural

and Tourism Integrated Industrial Clusters in Shuangliu District; Project Number: 2023039)

References

- La, M. Y. (2016). Exploration of Concepts and Paths for Integrated Development of Cultural Ecotourism at the Junction of Sichuan, Gansu, and Qinghai. *Journal of Southwest Minzu University (Humanities and Social Sciences)*, 37(2), 131-135.
- Tang, C. C., Zheng, Q. Q., Wang, X. D. et al. (2019) Exploration of Green Development Models for Traditional Village Tourism Based on the Two Mountains Theory. *Journal of Arid Land Resources and Environment*, 33(2), 203-208.
- Wu, L., Liang, H., Yu, H. J., & Huo, R. M. (2021). Spatial Differentiation and Driving Factors of the Integration Development of Culture and Tourism in China. *Economic Geography*, 41(2), 214-221.
- Zhan, S. (2015). In *Research on the Integration Development Patterns of Tourism and Cultural Industries*. Guizhou University.
- Zhu, H. B., Zhang, J., & Zhao, L. (2017). Innovative Pathways for Green Development in China's Tourism Industry. *Journal of Beihua University (Social Sciences)*, 18(5), 114-117.