

RESEARCH ON THE INTEGRATION AND DEVELOPMENT OF
CULTURAL INDUSTRY AND TOURISM INDUSTRY:
TAKING GUANGXI ZHUANG AUTONOMOUS
REGION AS AN EXAMPLE



MASTER OF ARTS IN TOURISM MANAGEMENT
(INTERNATIONAL PROGRAM)
MAEJO UNIVERSITY
2022

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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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FENGNAN DENG

THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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ชื่อเรื่อง	การศึกษากาการบูรณาการและการพัฒนาของอุตสาหกรรม วัฒนธรรม และ การท่องเที่ยว กรณีศึกษา เขตปกครองตนเองกว่างซีจ้วง
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บทคัดย่อ

ตั้งแต่การปฏิรูปและเปิดขึ้นอุตสาหกรรมการท่องเที่ยวของจีนได้พัฒนาอย่างรวดเร็วเป็นส่วนหนึ่งที่สำคัญของอุตสาหกรรมบริการของจีนและเป็นหนึ่งในวิธีที่สำคัญเพื่อตอบสนองความต้องการกว่างซีมีสภาพแวดล้อมทางภูมิศาสตร์ที่เป็นเอกลักษณ์ทรัพยากรธรรมชาติและวัฒนธรรมแห่งชาติที่เป็นเอกลักษณ์ได้วางรากฐานที่สำคัญสำหรับการพัฒนาการท่องเที่ยวของ วัฒนธรรมคือจิตวิญญาณของการท่องเที่ยวและการแสดงออกที่ลึกซึ้งการท่องเที่ยวเป็นผู้ให้บริการที่ดีเพื่อให้บรรลุ การศึกษา วัฒนธรรมและความบันเทิง การวิเคราะห์เชิงปริมาณของระดับการพัฒนาและการประสานงานของ อุตสาหกรรมวัฒนธรรมและการท่องเที่ยวในกว่างซีเป็นสิ่งสำคัญเพื่อเพิ่มประสิทธิภาพของรูปแบบการ พัฒนาเศรษฐกิจและสังคมของกว่างซี

วิทยานิพนธ์ฉบับนี้แบ่งออกเป็นสามส่วนแนวคิดของอุตสาหกรรมวัฒนธรรมและการท่องเที่ยวและความสำเร็จของการวิจัยการบูรณาการอุตสาหกรรม วิวัฒนาการแบบไดนามิกของ อุตสาหกรรมวัฒนธรรมและการท่องเที่ยวในกว่างซีจะอธิบายอย่างเป็นระบบและกระบวนการ วิวัฒนาการห่วงโซ่คุณค่าและการพัฒนาแบบโต้ตอบของอุตสาหกรรมวัฒนธรรมและการท่องเที่ยวใน กวางสีจะวิเคราะห์ ข้อดีข้อเสียโอกาสและความท้าทายของการบูรณาการการพัฒนาอุตสาหกรรม วัฒนธรรมและการท่องเที่ยวในกว่างซีวิเคราะห์ข้อมูลโดยวิธีวิเคราะห์เชิงพรรณนาและลำดับชั้นเชิง วิเคราะห์การพัฒนาของอุตสาหกรรมวัฒนธรรมและการท่องเที่ยวในกว่างซีและใช้วิธีคำนวณอัตรา บทความนี้วิเคราะห์ระดับของการบูรณาการระหว่างอุตสาหกรรมวัฒนธรรมและการท่องเที่ยวใน มณฑลกว่างซีและระดับของการบูรณาการของ 8 อุตสาหกรรมและการท่องเที่ยว

ขึ้นอยู่กับข้อสรุปข้างต้นงานวิจัยนี้ได้เสนอข้อเสนอแนะที่เกี่ยวข้องกับการพัฒนา อุตสาหกรรมวัฒนธรรมและการท่องเที่ยวในกว่างซีจากระดับยุทธศาสตร์กลไกระดับการพัฒนาและ

เศรษฐกิจระดับ นอกจากนี้ยังชี้ให้เห็นว่ากว้างซีควรเสริมสร้างการสนับสนุนการพัฒนาอุตสาหกรรม
วัฒนธรรมด้วยความช่วยเหลือของแพลตฟอร์มการพัฒนาอุตสาหกรรมการท่องเที่ยว

คำสำคัญ : การบูรณาการ, การพัฒนา, อุตสาหกรรมวัฒนธรรม, อุตสาหกรรมการท่องเที่ยว



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ABSTRACT

Since the reform and opening up, China's tourism industry has developed rapidly, become an important part of China's service industry, and has also become one of the important ways to meet the spiritual and cultural needs of the broad masses of the people. Guangxi has a unique geographical environment, natural resources and unique national culture, which has laid an important foundation for the development of its tourism industry. Culture is the soul and deep expression of tourism, tourism is a good carrier to realize the cultural education and entertainment function, and the cultural industry and tourism industry have a natural coupling. Quantitative evaluation and analysis of the development level and integration and coordination of Guangxi cultural industry and tourism industry is of great practical significance for optimizing the economic development mode and promoting the economic and social development of Guangxi.

This paper is divided into three parts: the concept of cultural industry and tourism and the results of industrial integration, Point out the shortcomings of the domestic industrial integration research; System on the dynamic evolution of Guangxi cultural industry and tourism, This paper analyzes the integration and evolution process, value chain and interactive integration development of Guangxi cultural industry and tourism; Through exploring the macroscopic environment, Analyzing the

advantages, disadvantages, opportunities and challenges of Guangxi cultural industry and tourism integration development, And analyzing the integrated development of Guangxi cultural industry and tourism through descriptive and hierarchical analysis, Then using the contribution rate calculation method in the measurement model, The overall integration of Guangxi cultural industry and tourism and the integration of 8 subdivided industries and tourism are analyzed, Finally, according to the above research results, The paper proposes the integrated development of Guangxi cultural industry and tourism.

Based on the above research conclusions, this study puts forward relevant countermeasures and suggestions for the benign integrated development of cultural industry and tourism industry in Guangxi from the strategic level, mechanism level, development level and economic level. It is also pointed out that Guangxi should make the help of the development platform of tourism industry to strengthen the support for the development of cultural industry, so as to realize the benign lotus root coordination of the two industries.

Keywords : Integration, Development, Cultural Industry, Tourism Industry

ACKNOWLEDGEMENTS

First of all, in the design process of this paper, I thank my school Maejo University and the School of Tourism Development, for giving me the opportunity to learn, and then I also thank the teachers who helped me. During the study, I got the help of many teachers, especially Assoc. Prof. Dr. Weerapon Thongma, Dr. Winitra Leelapattana, Dr. Jirachai Yomkerd, Dr. Prayong Kusirisin, Asst. Prof. Dr. Napat Ruangnapakul, gave detailed guidance from topic selection guidance, paper framework and detailed modification, and put forward many valuable opinions and suggestions. His rigorous and realistic academic attitude, a high degree of professional dedication, conscientious, diligent work style and bold and innovative enterprising spirit have had an important impact on me. His profound knowledge, broad vision and keen thinking inspired me deeply. This paper was completed with careful guidance and strong support from the teacher.

Finally, I am grateful to my family for their tolerance, care and encouragement during this period, as well as all the classmates and friends who have accompanied me along the way. It is because of their support and care that I can study safely and complete my studies smoothly.

I would like to thank you in this end. I would like to express my heartfelt thanks to all the teachers who have reviewed this article in my busy schedule.

Fengnan Deng

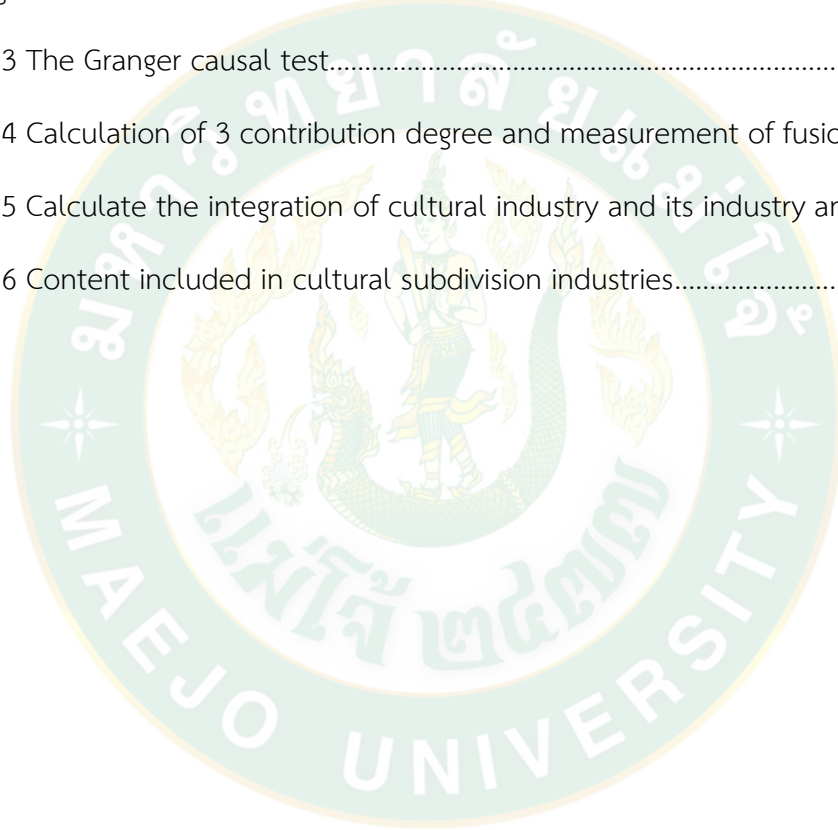
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CHAPTER I

INTRODUCTION

Background of study

Different industries or different industries in the same industry, based on the integration of technology, carry out the interactive evolution of infiltration, until the integration and give birth to a new dynamic evolution process of industrial attributes and forms. This phenomenon is called industrial convergence. It has an important influence on the structure, behavior and performance of industrial organizations. At present, industrial integration has become a trend in the field of industrial economy, and its integration effect and function are more and more extensive and obvious, which has greatly affected the economic, social and life of all countries in the world.

Since the 1990s, the integration of cultural industry and tourism industry has shown vigorous vitality in the world. In the developed countries, Hollywood, Disney, Japan and South Korea all promote the tourism industry through the development of cultural industries, which not only attracts a large number of foreign tourists to pull the domestic economic growth, but also gradually affects the world economy and culture.

Our country is not only rich in land, colorful natural landscape, but also one of the four ancient civilizations. The long history has left deep cultural background and humanistic landscape to future generations. The customs, architectural style and economic development of the north and south have accumulated strong resources for the contemporary tourism industry. On the other hand, under the new normal form of economic development, many industries are facing many challenges and opportunities, and tourism, as the tertiary industry with great development potential, needs to change the development model. Adjust strategies to meet the growing demand for spiritual life. Under such pressure and challenge, realize cultural production The integration and development of industry and tourism industry has become the inevitable trend of scientific development and transformation and

upgrading of tourism in China. Because of the special industrial characteristics of cultural industry and tourism industry, the two industries are closely related to other industries, so their industrial integration has innate industrial advantages.

Guangxi Zhuang Autonomous region is a big tourism province in China, with unique tourism resources. Guangxi Zhuang Autonomous region is located in the south of China, the south is on the Beibu Gulf, and Vietnam border. Land covers a total area of 236700 square kilometers, Zhuang, Han, Yao, Miao, Dong, Gelao, Maonan, Hui, Jing, Yi, Shui, Gelao and other 12 ethnic groups, the total population of more than 48.5 million, of which more than 18.5 million ethnic minorities, more than 15.8 million Zhuang, the main religions are Buddhism, Catholicism, Christianity, Islam. Famous Guilin landscape, charming seaside scenery, unique South border customs, rich ethnic customs, every year Leading millions of foreign tourists and tens of thousands of domestic tourists. In recent years, Guangxi has increased investment and concentrated efforts to build a number of infrastructure, basic industries and superior industrial projects, such as transportation, energy, communications, etc. The average annual growth rate of Guangxi's GDP is more than 10%, which is the fastest growing period in history. Important progress has been made in the strategic adjustment of the economic structure, the development of the characteristic economy has been accelerated, the achievements in infrastructure construction have been remarkable, the framework of the southwest sea energy road has been basically completed, the socialist market economic system has been initially established, and the pattern of all-round opening to the outside world has been formed. In such a new time Under the opportunity and background, Guangxi Zhuang Autonomous region has grasped the opportunity of economic development, relying on the unique historical and cultural background and excellent natural environment, and has achieved gratifying results through the integration and development of cultural industry and tourism industry.

Research Problem

The main problems the author wants to investigate and solve include:

1. What is the status of cultural tourism development in Guangxi Zhuang people under the background of the integration of cultural industry and tourism industry? What are the problems in the development of cultural tourism in Guangxi Zhuang nationality
2. What are the factors that influence the development of cultural tourism industry of Zhuang nationality in Guangxi? (Internal and external environment)
3. What is the form of Guangxi Zhuang culture in tourism? What are the forms of expression? Specific forms, such as cultural creation and performance, etc.

Objectives of the Study

Based on the concept of integration of culture and tourism industry, this paper draws the actual situation and existing problems of cultural tourism development in Guangxi Zhuang nationality with actual social investigation, and analyzes the influencing factors of cultural tourism industry development in Guangxi Zhuang nationality on the basis of the data obtained.

Significance of research

Through this investigation and research, the expected results are aimed at the investigation and research itself, hoping that the characteristics of Guangxi Zhuang cultural tourism development, including economic value, cultural value and economic effect, can be analyzed from the current situation information obtained by the investigation. At the same time, this paper discusses the main problems existing in the development of cultural tourism of Guangxi Zhuang nationality under the condition of the infiltration and integration of cultural industry and tourism industry (such as traditional cultural value, cultural vitality, tourism development environment, etc.) and

the influencing factors of these problems. Finally, based on the investigation results, the measures to solve these problems are put forward.

This article mainly has the following research significance:

Theoretical meaning: at present, scholars at home and abroad study the integration and development of cultural industry and tourism industry, mainly focus on their respective industrial characteristics, but in the concept of cultural tourism industry integration discrimination, Integration mechanism and other aspects have not yet formed a systematic, perfect theoretical research results. Based on the theory of industrial integration, this paper tries to contribute a little strength to the development of cultural industry and tourism industry.

Practical significance: this paper mainly analyzes the present situation and situation of the integration and development of Guangxi cultural industry and tourism industry, and the integration and development between the two industries can establish the overall advantages of interaction and sharing between the two industries, improve the rational development of characteristic resources and product innovation in Guangxi Zhuang Autonomous region, promote and speed up the development of national handicrafts, local products, national performing arts, catering, leisure and entertainment, and special festivals, and greatly prolong the industrial chain of cultural tourism industry, thus promoting the industrial scale expansion, industrial structure adjustment, industrial quality upgrading and industrial transformation of Guangxi tourism industry and cultural industry. Therefore, this paper can be In order to solve the dilemma of the integration and development of Guangxi cultural industry and tourism industry, some countermeasures and suggestions are put forward.

Scope of the study

Mainly around the cultural industry and tourism industry tourism resources under the background of the integration of cultural industry and tourism industry.

Limitations of the study

This paper mainly involves the development of cultural tourism industry in minority areas and is limited by conditions. This study may have some limitations.

Sample selection

Because of the choice of questionnaire and interview, sample selection is very important. The selection of survey samples, using random sampling (probability sampling), may lead to the following situations: first, the sample can not represent the parent body (population) well, and the research will produce problems related to statistical sample bias "or selection bias"(selective deviation. For example, when using questionnaires to obtain research results, we ask respondents Answer the questions listed in the questionnaire, but if you do not have access to the appropriate questionnaire respondents, or the choice of the subjects is not multiple, the results will be affected. Second, the number of samples is not enough, when the study and hope to obtain effective research results, sufficient number of samples is very important. In general, the larger the number of samples, the more accurate the results are. If too few subjects are selected, the reliability of the study will be affected.

Lack of literature on relevant topics

Although many scholars have studied the theme of cultural and tourism industry integration in the past, there is no systematic theory. Connecting the concept of tourism development of national resources with the integration of culture and tourism industry is a research direction that scholars from all over the world have paid close attention to recently. The related research is not mature enough. Most researchers focus on theoretical discussion and lack of practical research.

Limitations of time and deviations of individual factors

The data obtained from the research can only represent the views of the interviewees on the development of cultural tourism in Guangxi Zhuang nationality for a period of time, and the interviewees' personal understanding of the research theme also has a certain one-sidedness. Therefore, the research on the integration and development of cultural industry and tourism industry in Guangxi Zhuang nationality should be a continuous process.

Operation Definition of the Terms

Industry

With the increasing progress of social development, industry is born from the social division of labor, and its connotation and extension are constantly enriched and expanded in the process of social development. As the basic concept of industrial economics, the connotation of industry is very rich and diverse, and the extension is relatively broad and complex. From different angles, the meaning of "industry" has different explanations. In order to meet the needs of different fields in industrial economics to achieve different purposes in industrial analysis, the composition of industry is divided into three levels: the first layer is divided into industries according to the market of the same commodity; the second layer is based on similar technology and similar technology. The third layer is based on the different stages of development in economic activities, and divides many industries in the national economy into industries formed by a number of large sectors.

The concept of "industry" can be understood from two levels: broad sense and narrow sense. In a broad sense, industry refers to the system composed of "enterprise organization production" and "consumer consumption", while the narrow definition is defined from the perspective of enterprise or producer. It refers to the collective gas of enterprises with the same raw materials, technology or product use.

Cultural industry

In the Cultural Industry Report, the EU regards the cultural industry as a production activity based on the content of cultural meaning. It mainly includes literature and art, music creation, press, publication and printing, radio, film and television, audio and video industry and network industry. In addition, photography, sports, art auction, cultural performance and all products, industries and other trade activities with modern cultural content are also included in the system of cultural industry. Chinese scholars have not accurately defined and divided the concept and category of cultural industry, but scholars have reached a consensus that cultural industry is a comprehensive production that integrates cultural factors with economic factors Industry.

In China, the cultural industry refers to the collection of production activities that provide cultural products and cultural-related products to the public; the Classification of Culture and Related Industries (2012) divides the cultural industry into five levels: the first level is the production of cultural products, the production of cultural-related products; the second level is the publishing and distribution services, radio and television film services, cultural and artistic services, cultural and information transmission services, cultural leisure and entertainment services, cultural and creative and design services, the production of arts and crafts products, the auxiliary production of cultural products, the production of cultural supplies, and culture and culture according to the management needs and the characteristics of cultural production activities The third layer is 50 middle categories according to the similarity of cultural production activities, the fourth layer is 120 subcategories of specific activities of culture and related industries, and the fifth layer is the extension layer.

Therefore, this paper defines the cultural industry as: the cultural industry refers to the economic industry which aims at providing cultural products, producing and managing cultural products and satisfy people's intellectual services. It involves the fields of literature and art, music creation, press and publication, radio, film and television, audio and video industry and network industry.

Tourism industry

There are many definitions of tourism, and over time, its connotation is constantly improved, but it is difficult to have a conclusion. From a narrow point of view, German scholar Rhodes understands tourism activities as: in order to meet the needs of life and culture, or to realize his wish, he needs to leave his place of residence temporarily, and in the process of communicating with other to consume economic and cultural goods. Travel is as a social activity. In 1980, the American scholar Bert McIntyre defined tourism as: "the phenomenon and the interaction between tourists, tourism enterprises, host governments and residents of host areas in the process of attracting and entertaining tourists or visitors. The sum of relationships. "They emphasize the comprehensiveness of tourism and focus on the relationship between social phenomena such as community change triggered by tourism activities and the groups involved in tourism activities. However, as modern tourism increasingly has an important impact on the political, economic, cultural and environmental aspects of the country and region, people are gradually raising tourism to the height of an industry. Therefore, the mainstream view of Chinese scholars that tourism is an industry.

The concept of tourism industry is summarized as follows: tourism industry is a comprehensive industry based on tourism resources, based on tourism facilities and centered on tourism activities to meet the needs of tourists by providing tourism products and services.

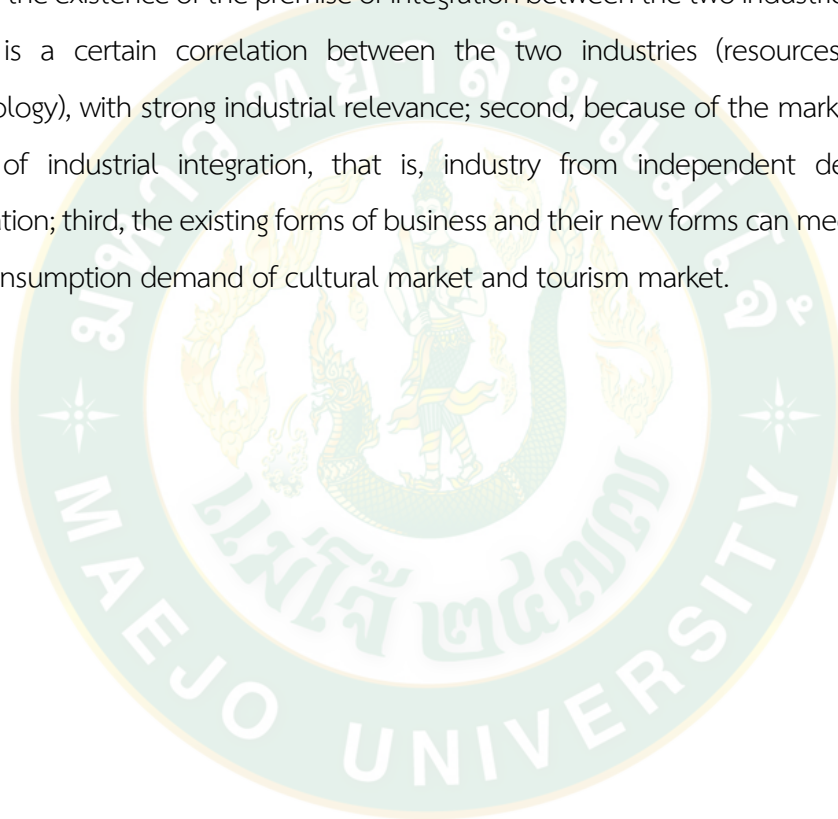
Industrial integration

Combined with the analysis of the present situation of tourism industry integration, this paper defines industrial integration as the dynamic integration process formed by the mutual penetration, intersection and interaction of industrial elements between different industries or different industries of the same industry. As an economic phenomenon, industrial convergence is characterized by the emergence of new industrial forms or the formation of new economic growth points, which is essentially the contraction or disappearance of industrial boundaries in order to adapt to industrial growth.

Integration of cultural and tourism industries

Through combing, analyzing and summarizing the main concepts, this paper defines the concept of the integration of cultural industry and tourism industry as: driven by market demand, technological progress and other factors, cultural industry and tourism industry intersect and permeate each other, forming a new product form or a new industrial form of dynamic development process.

It should be noted that the integration of cultural industry and tourism industry is due to the existence of the premise of integration between the two industries: first, because there is a certain correlation between the two industries (resources, markets and technology), with strong industrial relevance; second, because of the market convergence point of industrial integration, that is, industry from independent development to integration; third, the existing forms of business and their new forms can meet and enhance the consumption demand of cultural market and tourism market.



CHAPTER II

LITERATURE REVIEW AND RELATED STUDY

Theory

System theory

systems theory was first put forward by American theoretical biologist L.V. Bertalanffy in the 1940s: "systems are a collection of interrelated elements, as a 'whole' or 'unity', a whole of many interrelated, mutually restricted parts". System theory is of great significance to study the integration of cultural industry and tourism industry. From the perspective of system theory, the integration of cultural tourism industry is the process of forming a new industry in an open industrial system, which causes competition, cooperation and common evolution among different industrial elements. Because there are differences in different levels of integration patterns, industrial integration The model research can be regarded as the structural analysis of the industrial integration system. The integration of cultural industry and tourism industry is an open dynamic process. In addition to the current integration of creativity, carrier, technology, content, service and regulation, there will be more integration paths with the deepening of industrial integration. Therefore, this paper system theory, this paper uses system theory thinking to investigate and analyze.

Innovation theory

Schumpeter, an American scholar, puts forward the theory of innovation, which he thinks is the re-integration of factors of production. Innovation is the internal factor of industrial development and is regarded as the creative destruction process of industrial development.

The innovation theory takes the innovation thought as the core content to guide the tourism industry fusion practice. The integration of tourism industry is an economic phenomenon produced in the development of extension, penetration and integration between tourism industry and other related industries. It is manifested as

a dynamic evolution process of industrial structure change driven by technological innovation in order to achieve the purpose of destroying old industries and creating new industries, which is essentially an industrial innovation. Innovation, as an important driving force to promote the integration of tourism industry, is of great significance to deeply understand the essence of the integration of tourism industry. Through the innovation of ideas, technology, products and management, speeding up the integration development is regarded as the driving force for the transformation and development of tourism industry to actively explore new methods and new ways to promote the integration and leapfrog development of cultural tourism industry.

Symbiosis Theory

The word "symbiosis" first appeared in biology, put forward by German biologist De Berry (1879), which refers to the phenomenon that different species living together make use of each other's own characteristics and live together.

In the 1940s and 1950s, symbiotic theory and method began to be applied gradually in the field of social science. They believe that in modern society, the contact and communication between people is becoming more and more close in the environment of science and technology for development, and the combination of highly educated people and production tools is more close than ever before. Therefore, the theory of interdependent community between human beings is more and more mentioned and popularized by scholars. On this basis, the theory of "symbiotic method" has been put forward and gradually accepted by foreign social scientists, who emphasize the role and relationship of various factors in the social production system.

The theory of symbiosis holds that there is not only the symbiosis of this animal in nature, but also the universal phenomenon and law of symbiosis in the development of human society. If the relationship between cultural industry and tourism industry is regarded as symbiotic, the objective relationship between them will be understood and grasped more deeply, and under the guidance of this theory, it will also promote its deep integration. In order to achieve sustainable development of integrated industries.

Industrial Integration Theory

Industrial convergence originated in the United States, first put forward by Rosenberg (Rosenberg, 1963), and closely related to the relatively independent industry from the technical point of view. Therefore, the theory of industrial integration holds that both internal and inter-industry integration is a prerequisite. This precondition is relevant, market and dynamic.

Relevance requires that there must be a correlation between the industries that merge. On the one hand, the correlation comes from the similar complementarity of resources, the common market demand, on the other hand, from the similarity of creative and technical techniques and the specific industrial chain association. Market demand in the modern market mechanism, there is market competition between enterprises. The forms of expression in market competition mainly include scale competition, differential competition and characteristic competition, but to realize the competitive advantage in the market, integration provides a good way to promote enterprises to change competition to cooperation, and industry from separation to integration. The dynamic requirement of inter-industry integration is not that the two Industrial superposition, but on the basis of full study of the two industries, selective integration and development, and with the development of industry and the needs of the market flexible changes, to achieve the multiplier effect of integration.

The theory of industrial integration holds that the essence of industrial integration is industrial innovation. Schumpeter (1970) argues that "a new production function is established by innovation, that is, the introduction of a new combination of factors of production and conditions of production that has never been before in the production system ". This innovation is a three-dimensional multi-level innovation, covering all aspects of management links.

The theory of industrial convergence also holds that industrial convergence is most likely to occur at industrial boundaries. Industrial integration is not to carry out industrial restructuring or industrial substitution within the scope of industrial boundaries, but to break the original independent industrial form and structure at the boundary of the industry, and to cross and merge the related industries together. Give birth to new industries. The new industry after integration has the characteristics and

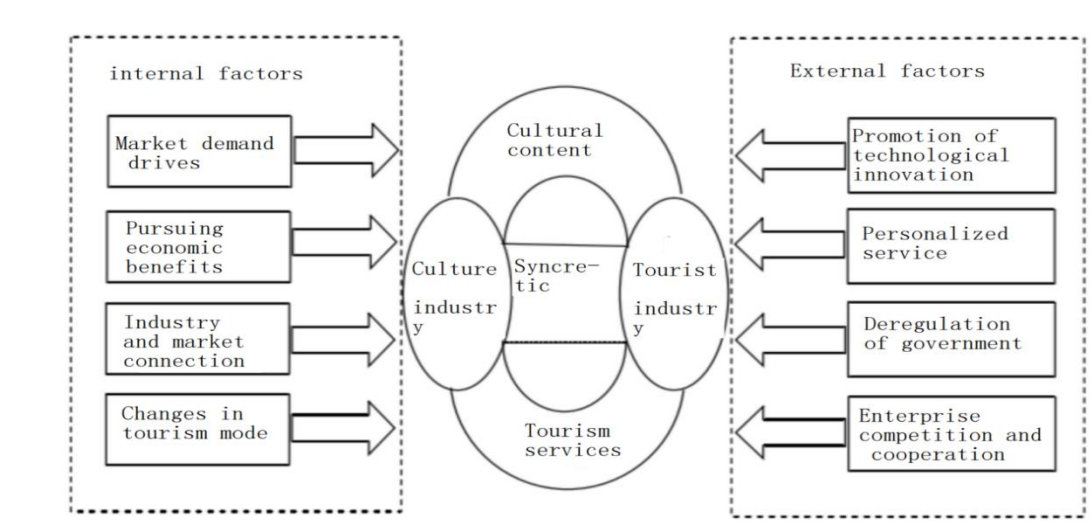
functions of many industries, so that the industrial boundary becomes more and more unclear.

System theory

betalenfeld (L.V. Bertalanffy, 1968), the founder of general system theory defined the system as "the set, complex, population of the components that are in a certain relationship and occur with the environment ". System theory holds that any system has integrity and should be related to both internal and external parts. External environmental coordination and stability; internal mediation, constitute centripetal force and cohesion. All systems are purposeful. The goal is not unified, each element centripetal force and cohesive force can not agglomerate. All systems are regulatory, both natural and social the internal mechanism of the system.

The integration and development of cultural industry and tourism industry should establish a unified integration and coordinated development system, relying on its own industry and industrial characteristics, forming an organic system that can promote mutual development in many aspects, such as product development and industrial layout, sales and control, and the internal management of the whole industry. This will also break the constraints and constraints of traditional investment, marketing, product design, marketing and other systems, make industrial development highly integrated and systematic, and rely on this integrated system to achieve innovative development.

Conceptual framework



Figures 1 Relevant research (domestic and foreign)

Status of Foreign Studies

Foreign research on the integration of cultural industry and tourism industry is mainly carried out from the perspective of heritage protection and cross-cultural exchange of human beings. Its field involves the form of cultural tourism products, the tourism development of cultural resources and the impact of cultural tourism development. These include:

1. Tourism development of cultural resources

This kind of research is mainly from the perspective of tourism development to explore how to develop cultural resources tourism, so as to further play the tourism function of culture. Ondimu (2002) discusses the cultural heritage of the Gus community and its importance, analyzes the results by using the method of factor analysis through the questionnaire survey, and puts forward the tourism development model in order to guide the region how to plan and develop tourism under the premise of protecting the cultural heritage. MacDonald (2003) take rural culture as the research object, this paper analyzes and emphasizes its important role in the development of rural tourism in rural areas of Canada, that is, it can become a rural tourism The cultural

factors and community participation factors of tourism development finally explore the mode of rural cultural tourism development.

This kind of research takes measuring cultural value as the main content, on this basis, from the perspective of tourism development to seek the effective form of the integration and development of culture and tourism, its starting point is the protection of culture. Therefore, it can be said that this kind of research is a kind of model research on tourism development of cultural resources, which belongs to an exploration of the mode of cultural and tourism integration.

2. Impact of cultural tourism development

Foreign research on the impact of tourism development on community culture is also a matter of recent years. Besculides (2002) research found that the development of tourism promotes community residents' awareness of the protection of local culture.

Besculides use the benefit guidance method to investigate the cultural tourism perception of the residents of Caracas, the results show that Spanish residents are more concerned about the protection and management of community cultural tourism atmosphere because of the benefits brought to them by cultural tourism. Cano the study of the festival of Day of the Dead "in rural communities in Mexico believed that different levels of government can supervise the market behavior of cultural tourism planners. In order to coordinate the relationship between tourism and community residents, the development of cultural tourism should be put first.

Current Situation of Domestic Research in China

For a long time, people regard tourism industry as a cultural industry with strong economy and strong culture from the angle of industrial attribute, which can also be expressed as culture is the soul of tourism and tourism is the carrier of culture. Through the author's literature collection, it is found that the research results of domestic scholars on the integration and development of the two industries are still relatively scarce, and the representative research results are mainly reflected in the following aspects:

Liu Yanlan (2009) takes the mode of integration of culture and tourism industry as the research object, and takes the impression of Liu Sanjie in Yangshuo, Guangxi as an example.

Bao Hongjie and Wang Shengpeng (2010) used quantitative research method to study the coupling relationship between tourism industry and cultural industry, and first introduced quantitative research into the research field of cultural industry and tourism industry integration. By constructing the evaluation index system of the coupling development of cultural industry and tourism industry, they introduce the evaluation model and make a concrete analysis of the coupling index of the two industries according to the judgment standard.

Yan Youbing (2011) thinks that the integration and development of tourism industry and cultural industry has natural coupling, and the common market demand is the promoting factor of the integration and development of the two industries. Based on the analysis of the principle of integration and development, the development model of tourism industry and cultural industry is constructed.

In addition, Yang Jiao (2008) and Li Yangyang (2010) have taken the integration and development of China's tourism industry and cultural and creative industries as their research contents. Finally, the corresponding countermeasures to promote the integration of tourism industry and cultural and creative industry in China are put forward.

Research on Development Mechanism of Integration of Tourism Industry and Cultural Industry

Analysis on the Necessity of Integration of Tourism Industry and Cultural Industry

Tourism industry and cultural industry have the dual characteristics of economy and culture in essence. There are many common points between them, the coupling is obvious, and the social economy and culture are increasingly prosperous and developing. Constantly promote the integration and development of tourism industry and cultural industry.

Relationship between tourism and cultural industries

Culture is an important factor to improve the core competitiveness of tourism industry.

With the development of social economy and the progress of tourism industry and cultural industry, the cultural competition of tourism industry is becoming more and more obvious, and the tourism characteristics of cultural industry are becoming more and more obvious.

Humanistic tourism resources are the important foundation of their interaction and integration. According to the Classification, Investigation and Evaluation of Tourism Resources (GB/T18972-2003), human tourism resources include cultural resources such as ruins, buildings and facilities, tourist commodities and human activities. Moreover, cultural connotation, cultural characteristics, cultural function and artistic value are all important aspects of evaluating the quality of tourism resources, and cultural tourism resources are one of the most important factors that affect tourists' tourism motivation.

With the advent of the tourism era of mass leisure and entertainment vacation, the development of tourism industry relies more and more on tourism products and services with rich cultural connotations and distinctive cultural characteristics, and fully excavates and develops the regional culture and national culture of tourism products, which has become the key to enhance the vitality and core competitiveness of the industry.

Tourism is an important carrier to support the development of cultural industry

Without tourism culture, there is no long-term vitality culture, tourism is an important carrier to support the development of cultural industry. Developing tourism resources rich in cultural connotations into tourism products that tourists like is an effective way of cultural "industrialization "; the development of tourism activities has prompted individuals, regions and even countries to carry out cultural learning, exchanges and interaction, and to realize the dissemination and diffusion of culture; the tourism industry not only scientifically and rationally develops and integrates cultural tourism products, but also vigorously urges local governments, enterprises and institutions as well as individuals to attach importance to cultural protection.

The inevitability of the integration and development of tourism industry and cultural industry

1. Industrial integration is a trend

Industrial integration in each industry has shown a new industrial economic situation. The integration of tourism and culture can start a new impetus for industrial development and economic transformation, which has a profound impact on social construction, economic development and people's life.

2. Both are coupled

There is a unique coupling between tourism and culture. Culture is embodied in the tourism products that people buy and consume, and tourism can realize the function of cultural enlightenment and entertainment, which is one of the effective ways to excavate culture, carry forward culture and protect culture. Tourists can not carry out tourism activities without the existence and occurrence of culture and its cultural concepts, whether it is the experience study of humanistic landscape or the sightseeing tour of natural landscape. The essence of tourism is a unique cultural experience activity, and cultural demand is the spiritual level of tourism demand.

3. Urgent need for win-win development

Through infiltration and extension, the cultural industry can endow tourism with more uniqueness, enhance the connotation and taste of tourism activities, enhance the cultural attributes of tourism industry, and thus bring tourists a high level and high quality aesthetic experience. Moreover, the full mining and utilization of culture can promote the integration and optimization of tourism industry structure and enhance the market competitiveness and influence of tourism industry. The development of tourism industry, in turn, can promote the progress of cultural industry. The colorful tourism activities can provide a harmonious platform for the understanding, exchange, integration and dissemination of culture, and help to explore, develop and integrate cultural resources to realize culture Industrialization and marketization also provide many constructive ideas for the protection and development of culture. In order to achieve the goal of win-win development, tourism and culture industries urgently need to produce more and deeper interaction with each other.

Analysis on the Causes of the Integration and Development of Tourism Industry and Cultural Industry

The main reasons for the integration of tourism industry and cultural industry include the change of market demand, the upgrading of tourism industry, the rise of cultural industry and the innovation of science and technology.

1. Changes in market demand

With the increasing progress of modern society, people's material quality of life has been greatly improved, leisure time has been greatly increased, and the consumption demand of the market has undergone profound changes. When people consume material products, they are no longer only satisfied with obtaining material needs from consumption, and begin to pursue a lifestyle with higher spiritual and cultural content, and pay attention to the consumption value of cultural forms. In the consumption of cultural form, people also pay great attention to experiential activities, boring cultural reception in the impact of the new era, has fallen out of favor, modern people are more and more inclined to choose a more relaxed and pleasant way to acquire cultural knowledge, enrich life experience. at Yes, the consumption demand of tourists changes from the single demand of sightseeing to the diversified demand of leisure, entertainment and experience vacation, and constantly pursues cultural experience.

The rapid growth of cultural demand provides a deep social foundation and broad market space for the interaction and integration of tourism and culture industries, and the diversified, individualized and dynamic motivation can provide a continuous impetus for their integration and development.

2. Tourism upgrading

Since the reform and opening up, China's tourism industry has maintained a rapid development speed for a long time, the scale of tourism industry has been expanding, and the structure of tourism industry is becoming more and more scientific and reasonable. Although the tourism industry has made great achievements, we still see that the tourism industry is undergoing the test of industrial optimization and upgrading. Among them, there are still many problems in industrial structure, market system, enterprise competitiveness, product innovation and talent training, and the

increasingly fierce market competition requires that the traditional tourism industry urgently need to realize the transformation and upgrading of the industry through innovative development, the industrial structure is changed from simplification to diversification and characteristics, and the development mode is changed from extension to extensive type The industrial function changes from economic function to cultural function, ecological function and social function.

The driving force of tourism industry transformation and upgrading makes industrial integration be applied as an industrial innovation development model, which makes tourism and culture two industries change the traditional industrial development regularity and carry on the interactive fusion. Therefore, the growing transformation and upgrading of tourism industry provides a dynamic support for the interactive integration of tourism and culture industries in the industrial innovation and development model, enrich the industrial connotation, enhance industrial value and enhance industrial competitiveness.

3. The Rise of Cultural Industry

With the gradual prosperity and growth in the tertiary industry, the cultural industry has been concerned and recognized by the world. Cultural industry is a blend of culture, technology and economy, which can interact widely and deeply with other industries. It acts on the economic operation of a region and even a country.

Nowadays, the development momentum of our country's cultural industry can be described as vigorous vitality. With the increase of market demand, the reform of cultural system and the support of capital operation, more and more cultural enterprises have chosen a reasonable business model to enter the market, the number of market subjects is increasing and the scale is expanding, which has become an important pillar of the regional economy; moreover, cultural enterprises have carried out practical transformation and resource integration according to the requirements of the market, which has improved the intensity of cultural industry, changed the situation of "small, scattered, chaotic and poor" to a certain extent, and the backbone enterprises have begun to play a leading role in demonstration; in addition, animation games, digital culture and other cultural emerging The business form rises rapidly, the prospect is infinite.

4. Science and technology innovation

Science and technology innovation is the technological source of industrial integration. It plays an important role in promoting the integration of the two industries, mainly as follows: first, scientific and technological innovation can promote the traditional tourism industry and cultural industry, enrich the form and connotation of products in the two industries, and improve the level of related services; second, the continuous application of more advanced and convenient science and technology can spread some technologies between the two industries and form their common technological basis through technological convergence, thus blurring or disappearing the boundary between the two industries; third, scientific and technological innovation can also change the tourism market and culture. The demand characteristics of the market create new market demand, and the market demand can stretch the content of the integration of the two, so that the industrial integration in a larger field. Thus, scientific and technological innovation has effectively promoted the interaction and integration between the two industries, which is a rare driving factor.

Analysis on the Development Path of the Integration of Tourism Industry and Cultural Industry

Tourism industry and cultural industry, due to their different functions, functions, technology, advantages, characteristics and so on, as well as the differences in the ways of association between them, the path of integration into each other mainly includes four kinds: technology integration, product integration, enterprise integration and market integration.

1. Technology integration

Nowadays, advanced science and technology have been widely used in industrial economy, which strongly promotes the transformation of tourism and culture from traditional industry to modern service industry. On the one hand, technological innovation diffuses and applies between the two; on the other hand, the two major industries apply new technologies to continuously develop new cultural tourism products, so that their respective production and management technologies overlap or cross, and finally form a technological integration.

Therefore, technology integration provides a good technical platform for the integration and development of tourism and culture industries, and becomes the technical path of the integration of the two industries.

2. Product integration

The final manifestation of the interaction between tourism and culture is to produce cultural tourism products with market satisfaction and recognition.

With the development of social economy, culture has become one of the most important factors affecting people's consumption. The development of tourism products and cultural products on the basis of various tourism resources with cultural connotations, through interactive integration of innovative development model, innovative cultural tourism product types, to meet the needs of people personalized, diversified and experiential. Therefore, product integration is the inevitable path of deep integration of these two industries.

3. Enterprise integration

Enterprises are the main market for industrial development. The integration and development of tourism industry and cultural industry can not be separated from a large number of tourism enterprises and cultural enterprises engaged in tourism accommodation, tourism catering, tourist attractions, cultural creativity, cultural exhibition and animation games and other business. In the process of interaction and integration and development, tourism enterprises and cultural enterprises try to reduce production costs across industries, regions and diversified operations, so that talents, resources, funds and other elements can be optimized and allocated between tourism enterprises and cultural enterprises according to the market demand, which

makes the business of the two industries converge. It should be noted that only when tourism and culture When most enterprises and institutions in the two industries have cross-industry and diversified business convergence, their enterprise boundaries will be really blurred or disappeared, which can promote the integration and development of tourism industry and cultural industry.

4. Market integration

The integration of technology, product and enterprise in the process of tourism industry and cultural industry is the result of market choice. The change of market demand directly causes consumer demand, enterprise demand, capital demand and so on, thus promoting the continuous optimization and innovation of the products and services of these two industries ." Market integration blurs the boundary between tourism industry market and cultural industry market, strengthens the connection between the two markets, and produces good conduction effect. The market-oriented operation, capitalization operation, brand planning and innovation and marketing innovation of tourism industry and cultural industry are the concrete manifestations of market integration. Therefore, Market integration provides a broader market space and a deep social foundation for the development of interactive integration.

CHAPTER III

RESEARCH METHODOLOGY

Research ideas

On the whole, the research idea of this paper is to carry out the route from theoretical analysis to empirical research. On the basis of a large number of literature reviews, the theoretical analysis combs, summarizes, complements and perfects the inevitability, motivation and path of the integration of tourism and culture industries.

Research content

Based on the rich and detailed literature review, this paper first establishes clear research ideas and methods, and analyzes the relationship between tourism industry and cultural industry by using the relevant concepts and methods in industrial integration, and then probes into the inevitability, motivation and path of the integration of the two industries. Then, it investigates and studies the present situation of the integration of tourism and cultural industries in Guangxi Zhuang Autonomous Region, with emphasis on their manifestation, successful experience and existing problems. Finally, from the construction of the form structure of tourism industry and cultural industry integration, the cultivation of cultural tourism industry clusters, and the exploration of a new model of integration and development To study the related ways of interactive fusion.

Research methodology

Case study

Through the case analysis, this paper summarizes the experience of the integration and development of culture and tourism industry in Guangxi Zhuang Autonomous region, and puts forward some suggestions and countermeasures to

promote the integration and development of culture and tourism industry based on the successful experience of the case.

Research site

Two representative cities in Guangxi Zhuang Autonomous Region: Nanning.

Population and Sampling Procedures

According to the Cochran formula, when the value of the sample population P can not be determined, the maximum possible value of the $P(1-P)$ is used instead of the actual $P(1-P)$, the sample size calculated by this approximation is generally larger than the actual sample size. Only when the P is close to 0.5 is the calculation result of the sample size accurate. The sample size is expected to be estimated with 95% confidence interval and no more than 5% error amplitude. The calculation process according to the formula is as follows:

$$N = \frac{Z_{\alpha/2}^2 P(1-P)}{E^2}, \quad Z_{\alpha} = 1.96, \quad E = 0.05, \quad P = 0.5$$

$$\text{Get } N = 384$$

Sampling methods

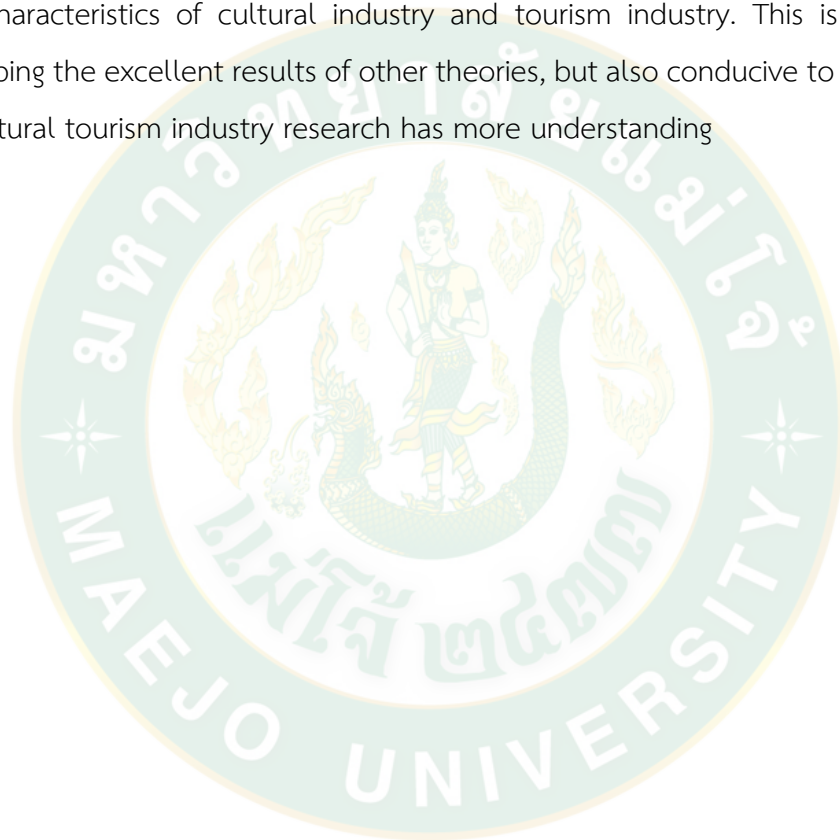
Stratified random sampling, the subjects were grouped according to different characteristics (identity), and then a certain number of address samples were extracted from each layer by random method. The author will randomly select 400-500 local residents and industry representatives to carry out field investigation, collect first-hand information, and analyze and statistics the results of the survey, so as to provide the basis for the author's thesis writing.

Data analysis tools

SPSS

Literature research

Because the concepts of cultural industry and tourism industry have not been defined accurately and uniformly at home and abroad, this study abstracts the research viewpoint by combing the existing related concepts and theories, combining the characteristics of cultural industry and tourism industry. This is conducive to absorbing the excellent results of other theories, but also conducive to the integration of cultural tourism industry research has more understanding



CHAPTER IV

RESULT

Analysis of the current situation of the cultural industry in Guangxi

Compared with advanced provinces and cities, the market orientation reform in Guangxi's cultural field started late, but it has great development potential. Now, the development of Guangxi's cultural industry is about to enter a period of rapid accumulation. Since recent years, Guangxi has paid attention to characteristic development, innovative development and integrated development as the main line, and taken key projects as the starting point to vigorously cultivate characteristic cultural industries. Actively participated in the joint construction of the "One Belt And One Road", and deepened foreign cultural exchanges. Combined with the characteristics of diverse ethnic groups and cultures, we will take measures according to local conditions to explore and practice the road of cultural poverty alleviation of "intangible cultural heritage + poverty alleviation". With the standardization of basic public cultural services as the goal, with the construction of village-level public service center as the starting point, the construction of modern public cultural service system. A series of new measures have become the "catalyst" to activate the cultural industry. From a certain perspective, Guangxi cultural industry development has the following four distinct characteristics,

The overall development of 1) cultural industry is good, and its contribution to national economic growth has improved. In 2019, the regional cultural industry growth value reached 3.4%, about 0.3 percentage points higher than the national average of 3.1%. According to the industry points, in 2019, the added value of the cultural services industry increased by 3.1 percentage points compared with the previous year. However, according to the national cultural industry calculation released by the National Bureau of Statistics, the added value of Guangxi accounted for 3.3% of the added value of the country, while Guangxi accounted for only 2.2% in that year. This shows that the cultural industry in Guangxi is at the middle level in the country, has a

certain foundation, and the development potential of the cultural industry is huge. 2) traditional culture industry has a large space for development, and the rise of emerging cultural industry gradually increases the correlation between culture and related industries. From the three levels of the cultural industry: the "core layer" of the cultural industry includes news services, publishing, distribution and copyright services, radio, film and television services, and cultural and art services, In 2015, the core layer achieved an added value of RMB 5.901 billion, accounting for 32.7% of the added value of the cultural industry, Up by 4.4 percentage points from 2014; The "peripheral layer" of the cultural industry includes Internet cultural services mainly based on Internet information, Cultural leisure and entertainment services with tourism and entertainment, and other cultural services with advertising, exhibition and cultural business agents as the main content, The added value of the peripheral layer is RMB 7.909 billion, accounting for 43.89% of the added value of cultural industry, 12.59 points from 2014; "Related layers" of the cultural industry include the production and sales of cultural supplies, equipment and related cultural products, The added value of the relevant layer reached RMB 4.211 billion, accounting for 23.4% of the added value of the cultural industry, Less by 16.7 percentage points from 2014. The ratio of the added value of the core layer, peripheral layer and related layer is 32.7: 43.9: 23.4. Therefore, it can be seen that Guangxi's traditional cultural service industry has a large proportion, and the proportion of emerging cultural services has increased rapidly, with a good momentum of development and great potential. The development of the cultural service industry itself has also driven the development of the relevant cultural industries, which indicates that the development space of the traditional cultural service industry in Guangxi is still very large. 3) has a prominent leading position in the production of cultural services and cultural products. In 2014, the added value of Guangxi cultural service industry reached RMB 8.548 billion yuan, the added value of industrial enterprises producing cultural products was RMB 6.297 billion yuan, including the added value of industries above scale was RMB 4.507 billion, and the added value of industries below scale realized RMB 1.79 billion yuan. The added value of the two major industries is 14.845 billion yuan, accounting for 82.38% of the added value of all the cultural industries, becoming the main force in the development of the cultural

industry in Guangxi. In 2014, the added value of the cultural service industry was RMB 8.548 billion, accounting for 53.7% of the added value of all legal entities, including the added value of RMB 6.819 billion and the added value of administrative institutions was RMB 1.729 billion. In the cultural service industry, the large proportion is the industry has books, newspapers, publishing industries, audio-visual and electronic publication replication and radio and television transmission service industry.

Investment in the 4. cultural industry grew rapidly. In 2011 ~ in 2015, the fixed asset investment in culture, sports and entertainment industry in Guangxi increased from 9.44 billion yuan to 18.02 billion yuan, with an average annual growth rate of 17.54%, much higher than the average annual growth rate of fixed asset investment in Guangxi by 10.7% in the same period, exceeding the growth rate of fixed asset investment in the same period, laying a solid foundation for the sustainable and rapid development of the cultural industry.

SWOT analysis of Guangxi Culture industry and Tourism industry development

SWOT analysis (self-Diagnostic method) is an objective and accurate realistic method. The four English letters of SWOT represent Strength(advantage), Weakness (disadvantage), Opportunity (opportunity) and Threat (threat). Overall, SWOT can be divided into two parts: the first part is SW, mainly used to analyze internal conditions; the second part is OT, mainly used to analyze external conditions. In addition, each single item can be divided into external factors and internal factors. At present, the method is widely used to study regional development, industrial development and corporate strategic problems. It can find out factors beneficial to itself, something unfavorable and how to avoid, find existing problems, find out solutions, and clarify the future development direction. According to this analysis, we can classify the problems according to the priorities, and clarify which problems are urgently needed, which are the obstacles to the strategic objectives, and which are the tactical problems. It is very targeted and conducive to making more correct decisions and planning in development.

Advantages Factors (Strength)

The achievements of the integrated development of

1. cultural industry and tourism have obvious advantages.

At present, in exploring the integrated development of cultural industry and tourism, the whole country is generally in a stage of exploration. Although Guangxi lags behind several surrounding advanced provinces in terms of economy, it is in the integrated development of cultural industry and tourism

The profit situation is mainly due to the successful creation of a variety of tourism models based on the integration of cultural industry and tourism. Take the March 3 model of the Zhuang nationality as an example. During the Zhuang March 3 period in 2017, more than 430 large ethnic cultural activities in Guangxi received about 12.9627 million tourists during the Zhuang March 3 period, and the total tourism revenue was about 8.363 billion yuan; the tourism revenue was 576 million more than 7.787 billion yuan during the Spring Festival. Therefore, the carefully built "Zhuang March 3" ethnic cultural tourism brand in Guangxi has an increasing influence, and has also effectively promoted the development of Guangxi tourism. Because these models are a clever combination of Guangxi local culture and tourism resources, they have high value reference and can be used as the experience basis of promoting the integrated development of Guangxi cultural industry and tourism. At the same time, in the process of exploring the integration of cultural industry and tourism culture, a large number of local talents with the concept of the integration of culture and tourism industry have also been cultivated, and we explore the mechanism to promote the integration of corresponding industries, and thus can reduce the obstacles encountered in the future development. In addition, the two ace brands formed by the integrated development of Guangxi cultural industry and tourism, "Impression · Liu Sanjie" and Nanning International Folk Song Art Festival, favorable led the development of real-action performance industry and national cultural tourism, and laid an influential advantage for the subsequent development of cultural industry and tourism in Guangxi.

2. Guangxi can be used in rich resources for the integrated development of cultural industry and tourism

Guangxi is rich in resources available in promoting the integrated development of cultural industry and tourism, which can be roughly divided into two categories: the first category, which can be used as cultural tourism resources for industrial integration. Cultural tourism resources can be roughly divided into national cultural tourism resources and

Historical and cultural tourism resources, the national cultural tourism resources are many ethnic minorities in thousands of years of national culture development, through the unremitting inheritance from generation to generation, reflects the daily life, customs, has unique national characteristics, such as the dong drum tower, zhuang "March 3", Yao festival, fairy Liu third sister, etc. And historical and cultural tourism resources heritage is the precious heritage of Guangxi ancestors for future generations, such as the modern Taiping uprising site, Feng Zijie site, Nanguan site, Baise Longzhou uprising site, Kunlun Pass battle site, also have the ancient human site, Xing Qin Dai Ling Canal, Guilin Ming Dynasty Jingjiang Palace, and known as one of the fifty most beautiful ancient towns, etc. These cultural tourism resources for the integrated development of Guangxi cultural industry and tourism; the second class, can carry the integration of industrial resources. Such resources mainly refer to the huge industrial system and mature market operation system of Guangxi 's tourism industry, as well as the brand advantages formed by Guangxi' s cultural industry and tourism industry. The former can solve the operation and operation problems faced by the cultural industry and tourism in the early stage of integration, while the latter can provide the basis for the integration of Guangxi's cultural industry and tourism, so as to quickly boost the integrated development of the cultural industry and tourism.

3. has obvious development advantages of related industries for industrial integration

From the practice of the integrated development of cultural industry and tourism, not all cultural industries can conduct integrated development with tourism. In the overall development of the cultural industry, there is a big gap between Guangxi and the neighboring advanced provinces, but in the cultural industry

The development trend of industries with strong integration with tourism is in the lead. The analysis of the 2010 data released by Guangxi Bureau of Statistics can find that the cultural performance industry, ethnic handicraft industry, exhibition industry, festival industry and other industries with strong integration with tourism account for 40.75% of the whole cultural industry, ahead of the surrounding areas. Among them, Yangshuo and festival industries, such as painting fan, Jingxi hydrangea, brocade, Miao fireworks festival and other ethnic handicraft and festival industries, have shown preliminary success in the integrated development with tourism. In terms of tourism, its huge market scale can provide early consumption support for the integrated development of cultural industry and tourism. According to the official data analysis, in 2011 Guangxi tourism reception more than 170 million, of 3.02790 million, in the leading position in the country, this is conducive to the integration of cultural industry and tourism development to expand the market scale of service, and with the cultural industry integration strong folk customs tourism, landscape tourism is an important part of Guangxi tourism. Therefore, it can be seen that the relevant industries for industrial integration are in an obvious dominant development position, providing a solid industry foundation for the integration of the two.

Weakness (disadvantage)

1. Economic and social economy of Guangxi have insufficient support for the integrated development of cultural industry and tourism

As an important sleeping town in the southwest with ethnic minorities, due to its geographical location and historical development, Guangxi, there is a large gap between the social and economic development level and the overall development level of the eastern region or the whole country. Due to urbanization and industry.

The level of industrialization is not high, the development gap between urban and rural areas is large, the economic foundation is relatively weak, the local culture and tourism consumption market is in the low-level stage, the government financial support and private capital investment is limited, the lack of transportation infrastructure in Guangxi, Guangxi

Social and economic comprehensive support for the integration of cultural industry and tourism is not strong, thus failed to effectively play rich resources and the advantages as the bridgehead of China an asean free trade zone, at the same time can lead the culture and tourism industry integration development of the lack of large cultural enterprises, also restricts the integration development of cultural industry and tourism. The national average in the following below.

Table 1 National proportion of Guangxi GDP, per capita urban income, and urban Engel coefficient

Year	GDP's national share	Per capita per capita income for cities and towns	Town Engel coefficient
2015	0.01605	26416(31194)	34.4(30.6)
2016	0.02432	28324(33616)	34.4(30.1)
2017	0.02195	30502(36369)	33.2(29.3)
2018	0.02245	32436(39250)	30.7(28.4)

According to the above statistics, in the national point of view, Guangxi's total economy is relatively low. As an important factor to build the local cultural tourism market urbanization rate, urban per capita income, urban engel index compared with the national average level is a big gap, and the majority of the eastern and central regions is obvious this also highlights the local cultural tourism industry investment and cultural tourism consumption weakness, shows that the cultural industry and tourism industry integration development from the internal market of effective

support, highlights the Guangxi social and economic to support the development of cultural industry and tourism weakness.

Insufficient development and integration of cultural resources in 3. tourism will hinder the integrated development of the two.

The development of Guangxi's tourism industry is mainly based on the beautiful natural scenery and unique cultural landscape, where culture only plays an auxiliary role and is a kind of sensory experience industry. This mode of development played an important role in the early development of tourism, but it also formed a traditional mode of development, in which tourism emphasizes scenic spots over culture. At present, the excavation and integration of cultural resources are not done enough, and the advantages have not been well played. First, the development of cultural resources itself is not enough. For example, Nanning is the capital of the autonomous region and the center of people flow, logistics and capital flow in Guangxi. However, Nanning culture has not been deeply excavated, and the iconic cultural concept and image cannot be said to have been formed, which hinders the play of cultural advantages. Second, the integration of cultural resources and tourism resources is not enough. For example, Guilin tourism has only relied on natural resources for a long time and ignored the development and integration of cultural resources of Guilin, a famous historical and cultural city. Third, the integration of cultural resources and national resources is not enough. Guangxi is an ethnic minority area with areas rich in ethnic resources, and a large number of ethnic resources need to be developed. Such as Guangxi although pay attention to the in-depth development of some tourism attractions, such as Xincheng, toast, sanjiang cheng Yang bridge, ningming huashan cliff murals, Nandan white pants yao ecological zone, Fangcheng Beijing island and so on, but the lack of enough cultural participation, not good planning and planning, cultural content promotion is not obvious. The operation mechanism, cultural festival industry and emerging cultural industries such as culture and tourism is very insufficient, which affects the gold content of tourism and is easy to cause the adverse situation that tourists will not visit again, thus affecting the overall interests of Guangxi tourism. Under the current situation that Guangxi tourism fish needs to enhance the industrial connotation through the integrated development and cultural industry, this inherent

development idea will affect the effect of industrial integration, and thus bring a negative impact on the integrated development of Guangxi cultural industry and tourism.

The slow development phenomenon caused by the low overall operation efficiency of 4. is prominent.

The overall operation efficiency of Guangxi cultural industry is not high, mainly manifested in: low-level, small-scale industrial development, some industries with good development momentum and policy lag, relative advantages of human resources and shortage of brokers; the cultural consumption market and small scale and low efficiency; good local benefit and poor overall benefit coexist.

Opportunity (Opportunity)

1. national policy to create a good environment for integrated development

The national strategic planning of industries and regions at the policy level is a powerful driving force for the rapid development of industries and regions. The central government 's concept and policy on the cultural and cultural industry are very clear, and they have a clear understanding of the urgency and importance of developing China' s cultural industry. In the report to the 15th National Congress of the CPC, the program of building a socialist culture with Chinese characteristics was proposed, For the first time, culture is an important symbol of comprehensive national strength, On the basis of the Proposal of the CPC Central Committee on Establishing the Tenth Five-Year Plan for National Economic and Social Development adopted at the Fifth Plenary Session of the 15th CPC Central Committee, the first time clearly proposed the new concept of "cultural industry" in the name of the "Suggestions" of the CPC Central Committee, The report of the 16th National Congress of the Communist Party of China takes the active development of cultural industry as an important part of cultural construction in building a well-off society in an all-round way, proposed to " improve the cultural industry policy, Supporting the development of the cultural industry, Enhance the overall strength and competitiveness of China's cultural industry." And continuously issued a series of policies to support the development of the cultural industry. The support of the state will surely greatly promote the development of

China 's cultural industry, make the cultural industry play a greater role in the development of China' s advanced productivity and advanced culture, and also bring new opportunities for the development of Guangxi's cultural industry. Especially in 2010, the state announced the 12th Five-Year Plan for the National Economy, put forward to deepen the reform of the cultural system and vigorously promote the development of socialist culture, through making scientific and reasonable construction plan, clear the medium and long-term goals of the cultural industry into a pillar industry of the national economy, and encourage the integrated development of cultural industry and other appropriate industries, the development of cultural industry ushered in unprecedented historical development opportunities. On the other hand, the From the perspective of policy tilt to regional development, Guangxi is economically and geographically divided into the western region, Enjoy a series of preferential policies for the western Western Development, By 2008, the central government approved the Development Plan of Guangxi Beibu Gulf Economic Zone, Make Guangxi Beibu Gulf region can further effectively take advantage of the coastal advantages to implement the first economic development mode, conducive to the implementation of phased economic development strategy, It also provides an opportunity for Guangxi to develop the regional economy with targeted areas, Subsequently, by 2010, The first policy-based document of the Central Committee fully supporting Guangxi, issued the State Council on Further Promoting the Social and Economic Development of Guangxi, It has given clear guidance to the overall layout of regional development in Guangxi, the adjustment, optimization and upgrading of industrial institutions, the key development of internal industries, and the infrastructure construction of the three industries, It has played an important role in accelerating the economic and social development of Guangxi.

While encouraging the integrated development of cultural industry and other advantageous industries, the integrated development of cultural industry and tourism in the process of boosting the rapid economic development of Guangxi

The integrated development of cultural industry and tourism in Guangxi has provided a good external effect.

2. strategic position improvement and the rapid development of infrastructure construction to consolidate the foundation for industrial integration

In 2010, an ASEAN Free Trade Zone was completed and Guangxi became the bridgehead connecting the ASEAN region, which further promoted the development and opening up of the Beibu Gulf Economic Zone and added the external impetus for the development of Xijiang Economic Belt, which is conducive to better

We will implement a series of major national strategies, including a new round of western development and the campaign to revitalize the border areas and enrich the people. Beibu Gulf economic zone, xijiang economic belt and China three ASEAN free trade zone, guangxi become many countries to develop ASEAN market and the mainland market strategic meeting place, in the national economic layout and opening to the outside strategy, thus accelerate the development of industry and urbanization, guangxi overall economic strength rapid development, economic infrastructure construction improved rapidly. According to statistics released by the National Bureau of Statistics and the Guangxi government, Guangxi GDP reached the 1 trillion yuan mark of 2011 to 1172.089 billion yuan, an increase of about 22.5%, far higher than the national average level. Among them, the primary industry production

The total value is RMB 204.723 billion, up 22.2% over the previous year; the secondary industry is RMB 567.532 billion, up 25.7% from the previous year and RMB 339.833 billion, up 0.44% a 2011 domestic and foreign tourists last year

Waiting numbers were 172,574,000, 3,027,000 respectively, up by 22.6% and 21% respectively, and RMB 120.946 billion and \$ 1.052 billion respectively, up 34.6% and 30.3% respectively

While the rapid development of Guangxi's national economy and tourism, according to the characteristics of different regions, the autonomous regions have formulated the "Twelfth Five-Year Plan" of Guangxi Zhuang Autonomous Region from the perspective of the long-term development of cultural industry and tourism

The Plan and the 12th Five-Year Plan for the Tourism Development of Guangxi Zhuang Autonomous Region have decided to implement a number of key projects and projects in the field of cultural industry, continue to optimize the industrial structure

and expand the industrial scale in the field of tourism industry, and gradually consolidate the culture

The development foundation of industry and tourism. Among them, there are seven cultural projects focusing on the development, respectively: cultural industrial infrastructure construction project, cultural quality production project, backbone cultural enterprise cultivation project, cultural industrial park and base construction project,

Cultural brand building project, cultural industry talent team construction project, cultural industry demonstration site construction project; the key projects cover the Guangxi Cultural Industry City, Guangxi TV New Media Center, China a ASEAN cultural industry (media) talent training

Base, China First ASEAN Cultural Products Logistics Park, Guangxi Liu Sanjie Performing Arts City, Guangxi Cultural and Art Center, urban digital cinema transformation and many other characteristic projects. At the same time, the finance of the autonomous region will arrange 100 million yuan every year during the 10th Plan period as a special fund for the development of the district-level cultural industry. Key projects and projects have made targeted plans for the integrated development of Guangxi 's cultural industry and tourism, and the arrangement of special funds focuses on encouraging cultural innovation, which provide good development prospects for the integrated development of Guangxi' s cultural industry and tourism.

As a blood vessel to promote industrial development, the transportation infrastructure construction is also an important factor in industrial integration. The transportation construction in Guangxi is also in a major period of development opportunities. During the "12th Five-Year Plan" period, Guangxi will further improve the international channel on the basis of the original transportation. Among them, in the construction of land transportation, the highway network of "four, six vertical and six branches" and "one axis and four vertical, four horizontal" modern rapid railway network, gradually forming Nanning as the main hub, prefecture-level intercity trains and expressway network covering all central cities, so that the above counties can reach the expressway within minutes. In terms of waterway and aviation construction, Beibu Gulf Port will become the regional international shipping hub, Xijiang will

become a golden waterway, Nanning Airport and Guilin Airport will become the gateway hub airport for ASEAN and an important national tourist hub airport respectively. The construction of these transportation foundation will be formed, east to strengthen the channel with the pearl river delta economic circle, south to broaden the connection with the ASEAN countries, extend west to deepen the docking, north to further deepen the radiation to the hinterland of China, which will greatly improve the traffic level of Guangxi, greatly expand the development space of industrial integration and open up the domestic and foreign consumer market, better boost the development of industrial integration.

3. economic globalization has brought international opportunities to the development of the cultural industry in Guangxi

In the development of economic globalization, it will bring the wave of integrated economic and cultural development into China. As the product of these two trends, the cultural industry will surely develop faster, thus bringing great opportunities for the development of Guangxi cultural industry. Secondly, economic globalization will greatly alleviate the bottleneck of the development of Guangxi cultural industry. A large number of foreign capital will flood into China with economic globalization. If through reasonable guidance and utilization, attracting foreign investment into the cultural industry, it will provide a large amount of capital for the development of China's cultural industry. At the same time, with the entry of capital, a number of talents from the international cultural industry will enter China, and a large number of students with Chinese cultural background and familiar with the international cultural industry will devote themselves to the development of China's cultural industry, so as to provide talent support for the development of China's cultural industry. On the other hand, with the entry of foreign capital and talents, will be able to provide two advanced cultural industry management concept, new cultural management methods and management system, so as to promote the transformation of Chinese cultural concept and the formation of cultural industry management concept, accelerate the pace of industrialization of Chinese culture, make the Chinese cultural industry as standardized and institutionalized development track as soon as possible.

Threat (threat)

Challenged the 1. external environment

First, the impact of globalization. Joining the WTO, macro government protection measures for the original all kinds of industries will be gradually cancelled, and the cultural industry will follow the principle of survival of the fittest and enter the global competition. First, the cultural industry in developed countries has the advantages of economic aggregate, capital, technology, talent marketing and promotion, which will be a major challenge to the development of China's cultural industry, and will naturally be strongly impacted on the Guangxi cultural industry with the overall development at a low level. Secondly, the global cultural hegemony formed by western culture with the help of economic advantages will erode the cultural resources of Guangxi and weaken the comparative advantages of Guangxi's cultural industry development. Most importantly, foreign multinational companies may "plunder" the development of Guangxi's cultural resources. The development of cultural resources is always based on the cultural resources itself. The continuous development of cultural resources, especially once the high-level development, will make the market value of the low-level development greatly devalued, thus restricting the development space of the latecomers. With the advancement of globalization, cultural industry enterprises in developed countries began to compete for cultural resources globally and conduct deep development with their capital and technological advantages. Such development increased the difficulty of China to develop cultural resources and directly compressed the development space of cultural resources. For example, Disney in the United States shot the Chinese costume drama *Mulan* and achieved great success, making it more difficult for China to remake *Mulan*, which leads to the cultural resources still belong to China, but in fact it has caused the "plunder" difficult to develop.

Second, the threat posed by the rapid development of the surrounding provinces and regions. Guangxi's cultural industry and tourism are facing the threat brought by the rapid development of neighboring provinces and regions, and their respective situation is greatly different. From terms of cultural industry, Guangxi cultural industry is in national disadvantage, and near Hunan, Guangdong, Yunnan and other

provinces are cultural industry developed areas, the three provinces after years of accumulation have laid a deep foundation, and formed their characteristic advantages industry, industrial development environment is relatively ideal, produced the industrial agglomeration effect, a large number of cultural enterprises were attracted to these regions for development and entrepreneurship, brought fierce competition to the cultural industry of Guangxi. According to the annual statistical data analysis, Hunan, the cultural industries of Yunnan account for a high proportion, Has become a national pillar industry; From the perspective of tourism, After the promulgation of the Opinions of the State Council on Accelerating the Development of Tourism, The whole country has set off a new upsurge of tourism development, Accelerating the reform and innovation of the mechanism and system, In particular, Yunnan Province and Hainan Province, which are very similar to Guangxi in the geographical location and in the tourism structure, They put forward the development slogans of "second entrepreneurship" and the strategy of building an international tourism island, Bring great competition pressure to the Guangxi tourism industry, In addition to this, the ASEAN countries bordering Guangxi all regard tourism as an important export industry, Will compete the same source market with Guangxi, Thus, Guangxi is facing the double competition pressure of domestic neighboring provinces and neighboring countries.

Challenges of development within the 2.

First, the road of industrial reform still has a long way to go. To achieve scientific and sustainable industrial development, there must be a suitable mechanism and system. Guangxi's cultural industry and tourism are located in different stages of development, and they also face different mechanism and institutional problems. Guangxi culture industry in the early industrial development stage, compared with cultural developed areas, the system is not smooth, flexible mechanism, shows the rigid management system, imperfect laws and regulations, serious lag of market development, unfinished marketization cultural enterprise business mode, single investment and financing channels, so that the contradiction between cultural industry and cultural undertakings, suppress and damage the enthusiasm and creativity of cultural talents, difficult to form an effective cultural talent reserve mechanism, leading to a large loss of cultural and creative talents, and reduce the core power of

the cultural industry. If Guangxi cultural industry wants to develop rapidly in the period of historical development opportunities, it will face the challenges of rapid reform and innovating cultural operation mechanism and management system. Compared with the cultural industry, Guangxi tourism development is mature, compared with the surrounding areas has certain advantages, but there is still some relatively weak, outstanding in the development of unbalanced, industrial structure, market development, supporting services, etc., and also facing the challenge of interaction and docking with the surrounding areas, key tourism areas and tourism destinations, thus failing to form open cooperation mutual benefit and win-win market, lack of enough transnational cross-provincial boutique tourism routes.

Second, the challenge of the cultural system reform. Compared with the culturally developed provinces, cities and regions, Guangxi's cultural system is not smooth and the mechanism is not alive, and the structural contradictions between cultural undertakings and cultural industry are very prominent, forming various disadvantages that are seriously restricting the development of Guangxi's cultural undertakings and cultural industry. It is mainly manifested in: the rigid cultural management system, excessive management departments, single investment and financing channels, separate government and enterprises are relatively serious phenomenon, backward development of cultural market, lack of perfect cultural management laws and regulations system. Due to the discomfort in the cultural system and mechanism, the enthusiasm and creativity of cultural talents one have been greatly suppressed and hurt, a large number of cultural talents have been lost, the ability to create original culture is reduced, and the overall strength and competitiveness have been weakened. In the face of the new situation of the rapid development of the cultural industry, to accelerate the development of Guangxi cultural industry, Guangxi can carry out rapid reform and innovation in the cultural management system and operation mechanism, has become a major challenge for the development of the cultural industry in Guangxi.

Method of industrial integration

Although after decades of development, the research on industrial integration has achieved fruitful results, there are great deficiencies in the measurement of industrial integration. Because practical industrial integration research mostly based on technology integration, so the measurement method of industrial integration is based on the perspective of technology integration, the most important is the index method (HHI index), the method was introduced by the industry organizer, then new changes, produced the patent related coefficient measurement between industry, but the measurement principle follows the original design, the specific formula is:

$$HHI = \sum_{i=1}^N (X_i/X)^2 = \sum_{i=1}^N S_i^2$$

Where X represents the total market size of the industry or measures the total number of corporate patents in all industries, X_i represents the market size of the i enterprise in the industry or represents the number of technology patents authorized by the enterprise in a certain industrial field, and n represents the number of enterprises in the industry. The size of the HHI is inversely related to the degree of technology fusion. The larger the HHI, the lower the technology fusion degree, and on the contrary, the higher the technology fusion.

With the relationship between the enterprise scale and the industry scale, and the credibility of enterprises, the patent data, the industry integration is not accurate, lacking the foundation for application between service industry. Therefore, this paper does not use HHI index method to measure the degree of integration between cultural industry and tourism in Guangxi, but according to the theory of econometric economics, calculate the contribution of tourism development to cultural industry, and then measure the proportion of cultural industry contribution to the development of cultural industry and tourism. The specific formula is:

Integration of Cultural Industry and Tourism II. Contribution of tourism to cultural industry / total contribution of cultural industry is * 100%;

Integration of i and Tourism = Contribution of Tourism to i / total contribution of i * 100%;

Based on the principle of econometrics and existing research results, this paper collects relevant data from authoritative departments, measures the contribution of tourism to cultural industry and the integration of Guangxi cultural industry in tourism, and judges the closeness of various cultural industry and tourism. Through the arrangement of fusion division, considering the existing method and the calculation method, it is divided into high fusion, medium, medium, medium and low and low fusion. Their interval is 0.841.0,0.680.84,0.5,0.520.68,0.360.52,0.360. It holds that the human input of cultural industry is equal to the capital input equal to the difference between output and added value, and that the influence of other factors is ignored.

The culation of the integration of Guangxi cultural industry and tourism

Data source and collation

The data used in this section, derived from the Guangxi Statistical Yearbook (2015-2019), China Statistical Yearbook (2015-2019), and the China Economic and Social Development statistical database and relevant departments of Guangxi Government, are compiled for empirical analysis. In order to better display the integration of Guangxi cultural industry and tourism, this paper analyzes the overall analysis, and selects the eight cultural industries divided by the National Bureau of Statistics. According to the classical principle of economics, the main factors affecting the development of the industry are capital investment, human capital, policies and other related industries. Because policy factors are difficult to quantify, they are classified as one with other factors, overall reflected in the intercept items in the measurement evidence. This paper sorted out the data affecting the capital investment, human capital and tourism scale of the cultural industry, in which the tourism scale is represented by the overall income, and the following table (the unit of capital investment, total income and tourism income is 1000,000 people).

Table 2 The annual total income, capital, human investment and annual income of the eight cultural industries

Industry	Influactors	2014	2015	2016	2017	2018
Art industry	Capital investment (10,000 yuan)	13571	12523	9874	57276	56244
	Human input (person)	3212	4613	4716	4747	4727
	Total income (ten Yuan)	21445	61588	77243	104859	101998
Library industry	Capital input	3865	5783	5632	14534	15404
	Human input	1508	1509	1589	1660	1675
	Total income	18198	23396	24722	53674	56270
Mass culture	Capital input	5726	11755	14895	7275	9908
	Human input	5109	5285	5538	5236	5179
	Total income	34853	45883	51486	57772	63703
The Art Education Industry	Capital input	477	717	753	1103	1498
	Human input	148	180	183	190	184
	Total income	2320	3185	3005	3894	4100
Cultural market operating unit	Capital input	96317	136891	143814	120800	120800
	Human input	38992	42111	38855	35159	33781
	Total income	244299	351298	363192	321995	321995
Literary and artistic scientific research	Capital input	901	1609	1110	429	1553
	Human input	170	180	178	174	167
	Total income	5273	5169	4688	1930	5149

Table 2 (Continued)

Industry	Influactors	2014	2015	2016	2017	2018
Cultural relics industry	Capital input	17667	20248	19977	17717	19800
	Human input	2244	2595	2575	2830	2855
	Total income	34855	41618	42872	41073	45841
Other cultural industries	Capital input	37126	88059	114738	31927	343826
	Human input	4206	5099	5764	6464	7099
	Total income	81893	119195	140974	145760	185437
Total tourism consumption (RMB 100 million yuan)		2601	3254	4191	5580	7619

Data analysis

Since this paper uses the contribution degree to measure the integration degree of cultural industry and its subdivision industry and tourism, and in the empirical analysis, there is often a significant correlation between dependent variables and independent variables, but it is meaningless between them, which is the so-called "pseudo-analysis". In order to prevent this situation, it is necessary to test Granger the causal relationship between factors and independent variables. From the perspective of strict demonstration, 10% is taken as the significant critical value, Y means the total income of the industry, X1 means capital investment, X2 means human input, and X3 means tourism income to represent the scale of tourism. The Granger causal test will determine the direction of causality, and is achieved with F values, the Granger causal test is actually a dynamic model of a single equation. The original assumption is that "Time series X cannot Granger cause time series Y". First estimate the extent that X is interpreted by its own lag period, and then the lag period of Y is introduced into the model to estimate, to see whether the results can improve the extent of X to be interpreted. If raised, Y is considered the Granger cause for X, when the coefficients of the Y lag periods are significant. Granger causal test by Eviews 10.0, with results as follows:

Table 3 The Granger causal test

Industry	Lag period	The original hypothesis	Number of observations	The F value	The Result
Art industry	1	X1 does not Granger Cause Y.	4	6.33771	Reject
		Y does not Granger Cause X1.		1.04130	Reject
	1	X2 does not Granger Cause Y.	4	0.03301	Accept it
Library industry		Y does not Granger Cause X2.		0.04526	Accept it
	1	X3 does not Granger Cause Y.	4	7.30433	Reject
		Y does not Granger Cause X3.		2.05132	Reject
Mass cultural service industry	1	X1 does not Granger Cause Y.	4	1.90080	Reject
		Y does not Granger Cause X1.		2.74080	Reject
	1	X2 does not Granger Cause Y.	4	31.0754	Reject
Mass cultural service industry		Y does not Granger Cause X2.		0.08889	Accept it
	1	X3 does not Granger Cause Y.	4	9.00623	Reject
		Y does not Granger Cause X3.		0.00768	Accept it
Mass cultural service industry	1	X1 does not Granger Cause Y.	4	7.40872	Reject
		Y does not Granger Cause X1.		1.76063	Reject
	1	X2 does not Granger Cause Y.	4	1.63052	Reject
Mass cultural service industry		Y does not Granger Cause X2.		1.62854	Reject
	1	X3 does not Granger Cause Y.	4	6.72306	Reject
		Y does not Granger Cause X3.		2.49503	Reject

Table 3 (Continued)

Industry	Lalag period	The original hypothesis	Number of observations	The F value	The Result
The Art Education Industry	1	X1 does not Granger Cause Y.	4	8.76283	Reject
		Y does not Granger Cause X1.		83.3478	Reject
	1	X2 does not Granger Cause Y.	4	0.02065	Accept it
		Y does not Granger Cause X2.		2.35571	Reject
	1	X3 does not Granger Cause Y.	4	87.1499	Reject
		Y does not Granger Cause X3.		3.96679	Reject
Cultural market operating unit	1	X1 does not Granger Cause Y.	4	1.00942	Reject
		Y does not Granger Cause X1.		1.02453	Reject
	1	X2 does not Granger Cause Y.	4	4.65380	Reject
		Y does not Granger Cause X2.		1448.09	Reject
	1	X3 does not Granger Cause Y.	4	1.65717	Reject
		Y does not Granger Cause X3.		1.58057	Reject
Literary and artistic scientific research	1	X1 does not Granger Cause Y.	4	3.17559	Reject
		Y does not Granger Cause X1.		66.3187	Reject
	1	X2 does not Granger Cause Y.	4	82.6474	Reject
		Y does not Granger Cause X2.		5.03728	Reject
	1	X3 does not Granger Cause Y.	4	23.0137	Reject
		Y does not Granger Cause X3.		2.90834	Reject

Table 3 (Continued)

Industry	Lag period	The original hypothesis	Number of observations	The F value	The Result
Cultural relics industry	1	X1 does not Granger Cause Y.	4	1.78072	Reject
		Y does not Granger Cause X1.		0.23534	Reject
	1	X2 does not Granger Cause Y.	4	39.3511	Reject
		Y does not Granger Cause X2.		0.00194	Accept it
	1	X3 does not Granger Cause Y.	4	3.66993	Reject
		Y does not Granger Cause X3.		0.98627	Reject
Other cultural industries	1	X1 does not Granger Cause Y.	4	30.2371	Reject
		Y does not Granger Cause X1.		8.88367	Reject
	1	X2 does not Granger Cause Y.	4	12.0421	Reject
		Y does not Granger Cause X2.		0.03490	Accept it
	1	X3 does not Granger Cause Y.	4	14.1144	Reject
		Y does not Granger Cause X3.		2.15995	Reject
Cultural industry (total)	1	X1 does not Granger Cause Y.	4	29.9440	Reject
		Y does not Granger Cause X1.		81.0585	Reject
	1	X2 does not Granger Cause Y.	4	43.7666	Reject
		Y does not Granger Cause X2.		4.38826	Reject
	1	X3 does not Granger Cause Y.	4	14.2308	Reject
		Y does not Granger Cause X3.		2.18001	Reject

It can be seen from the above results that in addition to the inability of human investment in the art industry and art education industry and the change of the total industry income, the other measured independent variables can cause the change of Granger, and there is a Granger causal relationship, which can further test its contribution.

Calculation of 3 contribution degree and measurement of fusion degree

Through Eviews 10.0 calculation, the contribution of capital investment, human investment and tourism development to the eight subdivided industries of the cultural industry from 2014 to 2018 is calculated. The results are as follows:

Table 4 Calculation of 3 contribution degree and measurement of fusion degree

Industry / Contribution Degree	Contribution to capital investment	Contribution degree of human input	Tourism contribution degree
Cultural industry	0.605395	0.653465	0.017072
Art industry	0.505605	0.793853	0.005373
Library industry	3.222766	0.340589	0.000152
Mass cultural service industry	0.508785	0.407865	0.005214
The Art Education Industry	3.189872	1.190055	0.000367
Cultural market operating unit	2.427981	0.07912	0.003695
Literary and artistic scientific research	2.483011	1.521525	0.000215
Cultural relics industry	1.457825	0.329373	0.001038
Other cultural industries	-0.096289	13.97276	0.001534

From the above contribution degree, calculate the formula according to the degree of fusion:

Integration of cultural industry and tourism = Contribution of tourism to cultural industry/total contribution of cultural industry * 100%

Integration of i and Tourism = Contribution of Tourism to i / total contribution of cultural industry * 100%

Calculate the integration of cultural industry and its industry and tourism, as follows:

Table 5 Calculate the integration of cultural industry and its industry and tourism

Cultural industry and 8 subdivided industries	Tourism integration degree
Cultural industry	1.338002%
Art industry	0.411777%
Library industry	0.004265%
Mass cultural service industry	0.565593%
The Art Education Industry	0.008378%
Cultural market operating unit	0.147164%
Literary and artistic scientific research	0.005369%
Cultural relics industry	0.058046%
Other cultural industries	0.011053%

According to the data in the table, the overall integration degree of cultural industry and tourism from 2014-2018 was 1.338002%. Among the 8 subdivided industries, the integration degree with tourism was from high to low was mass cultural service industry, art industry, cultural market operators, cultural relics industry, cultural industry, other cultural industries, art education industry, literary and art research and library industry, with about 0~0.57%. It can be seen from the results that the degree of integration of the overall cultural industry and tourism industry is not high, among which only the integration degree of mass cultural service industry, art industry, cultural market operating units and the tourism industry reaches more than 0.10%, and the gap of integration degree reaches 0.56%, indicating that there is a large gap between the integration of the cultural industry and tourism.

From the analysis of the results, the overall integration degree of Guangxi cultural industry and tourism is low, the integration of the subdivision industry and tourism is low, and the gap between the integration industry is large, the difference reached 0.56%, the huge difference between the subdivision industry, can analyze the content included in the following table.

Table 6 Content included in cultural subdivision industries

Cultural industries each subdivided industries	Content
Cultural market operation industry	Cultural and entertainment industry, cultural market and other business institutions
Art industry	Art performance industry, art performance field management, art creation institutions
Other cultural industries	Art creation institutions, art research institutions, Culture and Art Brokerage and Agency Industry, Art Exhibition Institutions (Art Museum)
Mass cultural service industry	Mass art museums, cultural centers, and cultural stations
Cultural relics industry	Cultural relics protection and museums
The Art Education Industry	Art colleges and universities
Library industry	The Library
Literature and art scientific research industry	Cultural and technology institutions, comprehensive art research, local art research, other art research

Analyzing the content and integration degree contained in each subdivided industry in the table, the 8 subdivided industries can be divided into two types of business forms:

One is industries with the purpose of profit and including market creative industries. They are cultural market management, art, other cultural industries and mass cultural service industries. These four types of cultural segments are to obtain market profit as the development goal, the industries contain high cultural added value, easy to integrate with tourism industries. Such as the cultural entertainment industry contains the park, tour scenic spots, aquarium and other scenic spots of cultural services and rich tourism content of national handicraft manufacturing, art industry, other cultural industry, as well as the mass cultural service industry for local national cultural tourism preservation and develop national cultural resources of national cultural stations, etc.;

The other is the industries that conduct the excavation and appreciation of the existing cultural resources for the purpose of serving the public. They are cultural relics, art education, library, literature and art research. These four types of cultural segments are mainly designed to serve the society, and their industrial characteristics are to enrich the cultural resources and tap the cultural potential to achieve the harmonious development of the social economy. In these four types of cultural subdivision industries, cultural relics industry due to its ornamental and cultural connotation, and tourism has natural integration, but the integration of cultural relics industry and tourism is restricted by various aspects, such as tourism developed areas, only in the scenic area can be favored by tourists, and tourism areas, cultural relics industry affected by their own factors, often difficult to develop into an attractive tourist attractions. The art education industry and literature and art research industry cover the function of cultivating tourism talents ' and creating the tourism festival, and the integration with tourism is reflected in the production of products with cultural and tourism appreciation functions. As for the library industry, its essence is a kind of cultural service industry, which is a cultural service for the local people. It can only attract a few tourists to visit and consume, and lacks the due function of integration with tourism, so the possibility of integration with tourism is also very poor.

Analysis of the low integration degree of cultural industry and tourism in Guangxi

The main reasons for the integration of Guangxi cultural industry and tourism in the low integration stage are:

First, Guangxi cultural industry is in the primary stage of development, and the development level of industries closely related to tourism is low. Although the cultural industry in Guangxi has made great progress in recent years, but the industrial scale is small and the current situation of fish failed to accelerate development. According to the statistical analysis in 2010, the added value of cultural industry in Guangxi is about 18.021 billion yuan, accounting for only 1.88% of GDP, far lower than the level of advanced provinces, ranking 21 in the country. At the same time, the added value of the cultural and art service industry, cultural leisure and entertainment industry and other cultural service industries closely related to tourism is 9: 10 billion yuan, 5.475 billion yuan and 958 million yuan respectively. Compared with the surrounding Yunnan, Hunan and Guangdong, the current situation of the industry is in a low development level is obvious. Guangxi 's cultural industry is generally in the primary stage and the low development level of the industry closely related to tourism, which has become the main reason for the low integration degree of Guangxi' s cultural industry and tourism.

Second, the existing achievements of Guangxi cultural industry and tourism have been formed for many years and have not achieved great development. The achievements of the integrated development of Guangxi cultural industry and tourism, besides the four modes mentioned in this article, The rest can be divided into two categories: one resource with the dual function of cultural tourism, Such integration achievements are highlighted by the combination of local ethnic customs, culture and tourism, To build an ethnic cultural village in an ethnic customs park, However, the development degree of cultural tourism resources is relatively low, Lead to a large number of similar resources, Reduce specificity and authenticity, Such as throwing hydrangea balls, folk songs in duet, etc.; The other is a product with the dual function of cultural tourism, Such integration results are mainly to enhance the content of tourism, For example, the various existing museums in Guangxi, Its main function still

stays on the sightseeing, No interactive, experiential development was undertaken, Interest in visiting visits declined, Lead in few visitors, Wasted its intrinsic value. Since the vast majority of the integration results have not been further developed, the benefits are naturally not ideal and show a downward trend. This is one of the reasons for the low integration degree of the cultural industry and its subdivided industries and tourism.

Third, policy support and market needs lead to huge differences between the integrated development of cultural industry segments and tourism. Under the current reality that Guangxi's cultural industry is in the primary stage of development, the government has given key support to the cultural subdivision industries with good foundation and great development potential, so as to achieve the purpose of boosting the rapid development of the overall industry and improving the overall competitiveness. For example, issued in 2011, the Guangxi cultural industry "twelfth five-year plan", put forward the key development and tourism closely combined cultural entertainment and fine arts and crafts industry, press and publishing industry, radio, film, television and animation industry, cultural and exhibition festival industry, creative design and advertising industry, and the cultural basic projects, cultural quality engineering as a priority development, this is the performance of the government support object policy. When the government has targeted support for the cultural industry, the needs of the market are also an important factor for the further integration and development of these cultural subdivided industries and tourism. For example, the top ten brand examples of Guangxi's cultural industry (Impression · Third Sister Liu, Nanning International Folk Song Art Festival, Lezhi Holiday World, etc.) are all with cultural and tourism functions, and also promote the development of many cultural subdivision industries such as art performance industry, art creation industry and mass cultural service industry.

CHAPTER V

CONCLUSION

**Strategy: based on long-term development,
integrate both resources**

The integration of Guangxi cultural industry and tourism development needs to plan from a strategic height, mainly market means, policy support to promote the integration between industries, realize cultural products from meeting people's traditional "spiritual demand" to "spiritual demand + entertainment feeling" change, tourism products from providing visitors with "sensory" experience to "sensory + soul" enjoy transformation, thus producing a new way of consumption. This strategic long-term planning is the premise and guarantee for the integration of Guangxi cultural industry and tourism, which is related to the market competitiveness after the industrial integration.

establishes and improves the top-level system design to promote the industrial integration and coordinated development of industries, and strengthens the integration of regional industrial planning

From the current data analysis of Guangxi's development of cultural industry and tourism, it can be found that the government encourages the integration between them, but the lack of planning measures to promote the integration of the two. Therefore, the government needs to formulate scientific and reasonable industrial integration plans from the perspective of serving the future harmonious development of national economy. To transform the functions of the government, we will introduce more policies for cooperation between different provinces. Guangxi should actively learn from the industrial development model of the surrounding provinces and take its essence. Although the integration and coordination degree of Guangxi cultural industry and tourism industry is in the middle and upstream level compared with the neighboring provinces, it is still in the primary stage of integration and coordination.

The government must start from the overall situation of regional industrial structure adjustment, industrial structure upgrading and transformation, and economic and social development, adopt the concept of advanced openness, and promote cooperation and exchanges between regions. Build a platform for the cooperation and information exchange between different provinces. To promote the two major industries to develop in a better direction

First, based on the low development level of Guangxi cultural industry, tourism urgently needs to consolidate the industrial advantages by improving the connotation

Real, according to the "to promote tourism, to culture" development mode, in the process of promoting the rapid development of cultural industry and tourism competitiveness, realize the common prosperity of the cultural industry and tourism, lay the foundation for the organic unity of culture and tourism, let cultural industry and tourism in mutual communication and cooperation integration and development, finally complete the comprehensive integration between industries, organize professional integration of Guangxi cultural industry and tourism, and the research planning planned implementation and supervision. Make full use of the current strong development of cultural industry, the rapid expansion of cultural consumer market, rich quality resources, policy support, location advantages, combined with the tourism industry scale, perfect industrial structure, complete product system, strong market competitiveness and brand effect, with the cultural industry letter to expand industry and tourism industry upgrading historical opportunities, have key, multiple to promote the integration development of the two. With Guangxi build Guilin international tourism demonstration city and build north-south tourism belt, Xijiang (east and west) tourism belt development opportunity, play the creative and fusion characteristics of cultural industry, culture as the soul, tourism as the carrier to promote the development of high quality and high efficiency development, to build Guangxi future has strong market competitiveness and unique charm of tourism, at the same time in the construction of the three boost the rapid prosperity and development of cultural industry.

Secondly, the Combined with the tactical decisions made by the Guangxi District Government on supporting "Culture, entertainment, Performing Arts and Art Crafts Industry closely combined with tourism", "Cultural Expo and Exhibition and

Exhibition" and the strategic deployment of building three international tourism destinations of "Greater Guilin, Hongshui River Basin and Beibu Gulf", Fully excavate the characteristic cultural resources and natural resources owned by the corresponding regions, After scientific research planning, To create a number of boutique cultural tourism places with different characteristics, Gradually build a development model of "one point" to drive the "whole surface" (cultural tourism boutique place) (the overall development of Guangxi). In terms of mining and utilization of local cultural resources, many areas of Guangxi have made beneficial attempts to combine ethnic craft and ethnic performing art with modern cultural and entertainment methods, and rely on ethnic festival activities, to create festival cultural tourism with great local ethnic characteristics. Liuzhou Sanjiang dong autonomous county, for example, the advantages adjacent to guilin international tourism city, relying on Dong culture, the "Dong song", Chengyang bridge, squat drum tower, dong crafts and other national cultural heritage and traditional festivals, create Sanjiang local characteristics of national cultural tour, can attract many tourists every year, according to statistics in 12015 million, the total tourism revenue of 530 million yuan, greatly promoted the development of the local economy.

Third, maintain and respect the existing achievements of integration, and encourage and promote the development of new integration points. The ways and forms of integration between cultural industry and tourism will be a variety, guangxi district government to the necessary maintenance to respect the existing integration results and respect, the existing integration results and development of new integration points to targeted planning, prevent repeated construction, resource use rough, mutual competition, as far as possible to avoid unnecessary internal resource loss, so as to affect the normal integration development between industries. From the existing development experience, successful integration results have a positive role in promoting accelerating industrial integration, but often become the object to imitate, leading to the waste of a large number of resources, and affecting the development of the original integration results. In guangxi the most famous large landscape performance "impression liu, for example, its success brought a column of" impression ") works, such as the impression, west lake, impression, lijiang, etc., but the effect is

difficult to the impression, Liu Third Sister, at the same time local also speed up the pace of imitation, for example, the production of the Dream, Obama, its effect is difficult to estimate.

Establishes a long-term industrial coordination mechanism to create a good space to promote the free development of the industry

In addition to the scientific and reasonable planning of the integration of cultural industry and tourism, the support from the government is an indispensable force in the early integrated development. Because the support of the government can not only help Guangxi cultural industry get rid of the low level as soon as possible and make it grow up rapidly, but also be an indispensable guide in the process of the integrated development of the cultural industry and tourism. Cultural industry and tourism industry for a long time in the institutional framework of their development, there are department monopoly and administrative division, these barriers are not conducive to the penetration and integration of the two industries, the government should relax the control between industries, break industrial barriers, cultural and tourism management departments should strengthen communication, establish interactive development and mutual support mechanism, such as vision planning, project investment, market publicity, talent cultivation, policy support, etc. A public welfare organization, such as the cultural tourism industry association, can be established to comprehensively plan the development of the two major industries. The restraint mechanism should also improve and adopt some regulatory systems to restrain the behavior of stakeholders. Policy means and market means will promote tourist attractions around the "cultural management", in the integration of scenic cultural resources connotation, and through the cultural packaging shape unique cultural taste, create more like Yangshuo ten gallery cultural brand and tourism brand as a boutique tour area, make consumers in the process of feeling strong national culture and appreciate the beautiful natural scenery, produce new enjoyment from the inside to outside, enhance the culture and tourism of Guangxi satisfaction and popularity.

**Mechanism: innovative talent development mechanism, focus on
the development of innovative and creative industries**

Guangxi to integrate the cultural industry and tourism industry, talent is the fundamental factor. Guangxi is faced with talent loss for a long time, the lack of reserve talent, retain talent can save more costs than the introduction of talent, so in the face of the problem of talent loss, the government on the one hand to constantly improve to the introduction of and training mechanism of compound talents, on the one hand to strive to create the policy environment of "retain talent, attract talent". Under the conditions of the new era, we have innovation, communication, management and coordination, and complex talents are the most rare. The government should pay attention to increasing investment in education, formulate training projects of all kinds of talents, establish and improve the cultural and tourism industry talent market, and can create talents with business, protect talents by law, use the environment to gather talents and motivate talents with the mechanism.

Cultural industry is a creative industry, and its core resources are talents. The rapid development of cultural industry requires a large number of creative, management and marketing export-oriented talents, management talents and innovative talents; the ultimate goal of tourism industrial upgrading is to enhance market competitiveness and create attractive tourism content, which requires the creativity of cultural industry. At the same time, the innovative and creative industry, as the main driving force for the integrated development of the cultural industry and tourism, and accelerating the development of the innovative and creative industry will help promote the better integrated development of the two.

Innovates the talent introduction, training, and use mechanism

To reverse the industrial shortcomings of the lack, insufficient reserve talents and low quality of cultural industry and tourism, Guangxi needs to innovate and improve the talent introduction, training, use mechanism, break the traditional talent development mode of "introducing one and leaving one", and realize the idea of "introducing one, improving a number of talents and cultivating a group of local reserve talents". In talent introduction and training, in accordance with the idea of "urgent after slow", go "first meet the needs of high-end talents, after cultivating practical industrial basic talents" talent development mode, first solve the practical problems facing the industry, then from the strategic height of industry future development, cultivate extensive industrial resources mining, sorting and research ability of multi-functional talents, lay the foundation for industrial integration. In view of the current situation of high-end talents gathering in developed areas, the introduction mechanism should innovate, flexible and diversified introduction methods should be adopted for different talents, especially the treatment of high-level talents should set basic standards on the introduction policy, so as to accumulate sufficient human resources for the integrated development of cultural industry and tourism in Guangxi.

Promotes the integrated development of both people by developing innovative and creative industries

From the analysis of the experience and successful examples of the integrated development of cultural industry and tourism over the years, we can see that the innovative and creative industry is the main driving force for the integrated development of the two. Guangxi should adhere to the integrated development of cultural industry and tourism with the basis of the innovative and creative industry.

First, it supports the powerful research institutes in the autonomous region to establish an innovative and creative research and development center for the integrated development of Guangxi cultural industry and tourism, conduct targeted research and creation on the integration of culture and tourism in the region through systematic and scientific methods, and provide theoretical and practical guidance for the integration of the two.

Secondly, vigorously guide the development of characteristic cultural and creative industries. In Guangxi unique "landscape culture", "Marine culture", "folk culture", "longevity health culture", organize cultural and creative talents targeted tourism, culture, exhibition, advertising, animation, etc, develop economic functional cultural creative base, through cultural trading platform, creative achievements into real products, improve the soft power of Guangxi culture, promote the integration development of cultural industry and tourism, contribute to the national economic transformation and construction of harmonious Guangxi.

Accelerates the construction of industrial base and strengthens the external publicity of the integration results

Accelerating the construction of industrial bases will help to expand the foundation of industrial integration, and increase the publicity of the achievements of industrial integration will help to encourage the development of industrial integration.

First, under the current situation of low development level of cultural industry in Guangxi, the government has accelerated the construction of cultural industry demonstration park with international influence to boost the rapid development of cultural industry and expand the foundation for the integrated development of cultural industry and tourism. For example, the construction of major cultural projects such as Guangxi Cultural Industry City, China ASEAN Digital Publishing Base and China ASEAN Cultural Industry (Media) Talent Training Base will provide a good development platform for the development of Guangxi's cultural industry.

Secondly, increase the publicity of the achievements of cultural tourism integration with great influence, expand its value effect, enhance the attraction of Guangxi, and build better external conditions for the integrated development of Guangxi's cultural industry and tourism. For example, increase the publicity of Nanning International Folk Song Art Festival, bring Guangxi folk song culture to the world throughout the world, create an external atmosphere for Guangxi's cultural tourism, and build a strategic highland where Guangxi cultural tourism is famous both inside and outside the world.

**Development: deepen the reform of the mechanism and system
and innovate the mode of resource utilization**

Make full use of the central "schedule", "cultural system reform" task "and" roadmap " and other favorable conditions, further condensed strength, speed up, promote the cultural industry system reform and mechanism innovation, break the existence of Guangxi cultural industry management, decentralized management, to overall planning and management, concentrated development of advantage industry, eliminate the system obstacles in the integration of Guangxi cultural industry and tourism development.

Focuses on solving the institutional problems that hinder the integrated development of the two

At present, the whole region should understand the objective reality of cultural industry and tourism, break the independent and one-sided development of administration and resources, emphasize the overall development and sustainable utilization of resources, unify thinking and action, give play to the positive role of government functions as far as possible, and provide an effective guarantee for the integrated development of cultural industry and tourism. Specifically, the task of business cultural units has not been completed, administrative management system and government functions are difficult to meet the needs of the development of cultural industry, the overlapping functions, low efficiency, artificial barriers, extensive utilization of resources, and cultural industry resources, causing unnecessary internal losses, scattered the overall force of the industry, affect the overall layout of industrial development and become bigger and stronger. Therefore, the government of the autonomous region needs to focus on solving the institutional and institutional problems in the integrated development of cultural industry and tourism.

First, at the administrative level to form a unified command of the cultural industry and tourism integration development of administrative institutions, all involving cultural industry and tourism authorities, cultural enterprise units, tourism enterprises and related institutions into the jurisdiction mechanism, overall

arrangement of industrial integration, from policy formulation and market operation at the same time, to ensure that the decisions and deployment can be scientific and effective implementation.

Second, combined with the actual situation of Guangxi cultural industry, accelerate the improvement of the organization and management system of the cultural industry. We should have a comprehensive understanding of the actual situation of Guangxi cultural industry, refer to the relevant policies of the central government on the development of cultural industry, combined with Guangxi's own advantageous industries, and conduct targeted management and service for the cultural enterprises and cultural products that are the national key development industries and the competitive cultural industries in Guangxi. At the same time, from the perspective of serving the overall development of Guangxi cultural industry, the standard system of cultural industry products and services in line with the current development situation of Guangxi cultural industry should be formulated and improved, so as to promote the standardized development of the industry in an administrative way. In addition, encourage and promote the development of all kinds of cultural and tourism industry associations, form the self-discipline standards of the industry in the industrial associations, strengthen the management of the industry with industry ethics, and create a good market communication way for the integrated development of the cultural industry and tourism.

Innovates the resource utilization mode to enhance the industrial competitiveness

The integrated development of Guangxi's cultural industry and tourism must be based on the overall layout, from the perspective of long-term development, to create the integrated development mode of unique core competitiveness, so as to achieve a good development situation of big industry and big development. At present, the integrated development of Guangxi's cultural industry and tourism lacks sufficient connection on the whole, and it is difficult to give full play to the sufficient synergistic effect. In Yangshuo model and the Guilin within the scope of Gongcheng model, for example, the two closely linked in geographical location, and their fusion mode is

completely different, has a certain complementarity, but the lack of necessary synergy, Gongcheng is difficult to rely on the huge influence of Yangshuo to attract enough tourists, reduce the external effect of the industry. To break this internal development pattern of independent governance, it is necessary to explore, research and integrate various superior resources, promote the internal cooperation between industries, and develop and consolidate the foundation of industrial integration. With Guilin, Guilin as the core of Guilin tourism circle, including the Guilin "natural landscape culture tourism" and surrounding counties "minority culture tourism", formed to "landscape, ethnic minority customs" of tourism culture connotation, strengthen the internal cooperation, expand the industry scale and competitiveness, also lay the foundation for the formation of big group industrial development mode, and in the integration of cultural tourism resources, improve market competitiveness, expand value effect played a demonstration effect.

Funding: strengthen the construction of the main market, and promote the development of diversified investment channels

Enterprises have a dominant position in the market, and the market with a lack of enterprise participation must be water without wood and water without a source. Guangxi cultural industry and tourism industry is still in the primary coordination stage, must be cultural enterprises and tourism enterprises in the development of industry good first line, play the basic configuration of business cultural tourism resources, let the market and society to run business cultural tourism enterprises, establish diversified investment mechanism and introduce competition mechanism, constantly improve the level of culture and tourism enterprises, cultivate a competitive and leading cultural tourism enterprises. This will promote the strength and breadth of the integration of cultural industry and tourism industry.

At present, although Guangxi has made China's opening up to the outside world reached a new height, its own economic strength is still weak. The ability to attract foreign funds to invest in the integrated development of cultural industry and tourism is insufficient, and government financial investment and enterprise investment are still

the main sources of funds. In addition, there are limited channels for private capital to participate in the integrated development of cultural industry and tourism, resulting in the flow of private capital into other fields. The lack of capital investment restricts the integrated development of cultural industry and tourism, resulting in a slow development speed and a lack of sufficient development power. Breaking the problem of insufficient funds needs to be solved together through market operation and government means. In order to realize the integrated industrial development, we must broaden the financing channels by adhering to and improving the policy of diversified financing subjects of the cultural industry.

Government investment and social capital jointly participate in the integrated development of both

The integrated development of Guangxi's cultural industry and tourism must adhere to the development strategy of simultaneous government investment and social investment.

First, governments at all levels in the district should continue to increase their investment in the cultural industry, and provide government support for key cultural projects, the research and development of new technologies and the promotion of new products by means of preferential tax policies, financial subsidies, capital supplement and loan discount interest. We will encourage financial institutions to establish reasonable mechanisms between cultural enterprises, and encourage guarantee and reguarantee institutions to develop loan guarantee businesses that support the development of cultural industries and cultural enterprises to "go global". Establish social forces to participate in the interactive development of cultural industry and tourism investment channels, provide relevant information about the development of industrial integration, guide social capital into the field of good investment benefits, establish the image of social investment can get good returns, so as to attract more capital for the integration of cultural industry and tourism, alleviate the problem of insufficient capital investment.

Secondly, lower the access threshold, encourage private capital to set up independent cultural enterprises, and form a cultural industry pattern with the

common development of various forms of ownership. Reduce the market access threshold of private cultural enterprises, advocate support with characteristic cultural creative ability, ' understand the management of cultural talents to establish private cultural enterprises, let cultural enterprises in the direction of innovation, wonderful, professional, unique development, highlight the creativity of cultural industry, the foundation for the sustainable development of cultural industry.

Supports the development of relevant enterprises and strengthens the construction of the main market

The integrated development of Guangxi's cultural industry and tourism needs to rely on powerful enterprises as the support. Supporting enterprises to grow bigger and stronger will be the focus of future development.

First, qualified enterprises are supported to obtain funds through market operations. Guangxi has a large number of cultural tourism enterprises and the limited government financial support. We should support qualified enterprises to enter the main board, start-up version for listing financing or issue corporate bonds, and support our listed enterprises to conduct financing through private placement and private issuance.

Secondly, accelerate the efforts to expand and strengthen Guangxi Cultural Industry Investment Group Co., Ltd. to promote the development of cultural market entities. After the integration of state-owned cultural backbone enterprises, financial institutions and private cultural enterprise resources of Guangxi Cultural Industry Investment Group Co., Ltd., under the market operation, by participating in cultural project investment and financing, project construction, project operation management, product market development, to promote the area of cultural resources restructuring, industrial structure optimization and speed up the development of cultural industry. Accelerating the making of Guangxi Cultural Industry Investment Group Co., Ltd. bigger and stronger, and building it into a cultural industry financing and construction platform based on Guangxi, radiating to the Pearl River Delta and facing ASEAN, will help accelerate the construction of cultural market entities in Guangxi.

Innovates the introduction method of capital to realize the rapid development of industrial integration

Although Guangxi has rich cultural tourism resources, due to the lack of such resources such as enough funds, talents, management technology and lagging transportation construction, the utilization of many advantageous resources was forced to be in slow development, and some are even in a stagnant state, which seriously affects the development of the industry. Combined with the characteristics and influence of local cultural resources, as well as the local tourism situation, the government of the autonomous region has created some targeted cultural and tourism projects with development potential, and expanded the basis for the integrated development of cultural industry and tourism. For example, efforts should be made to build a Guilin Performing Arts Capital that highlights "Guilin Landscape Culture", Guangxi Sister Liu Sanjie Performing Arts City of "Song Sea Culture", Baise Red Culture Industrial Park with "Red Culture", and Qinzhou Nixing Tao Cultural Park of "Tao Culture". The development of large projects will inevitably bring about the construction of a large number of supporting facilities, thus exacerbating the demand for funds. Therefore, it is particularly important to expand the sources of funds other than government financial funds, which requires innovation in the introduction methods of foreign capital. For example, with project participation to attract foreign investment, encourage foreign capital to actively develop cultural tourism resources, so as to create a win-win development model. In addition, we can refer to the highway construction and development mode, and adopt the conditional development mode in the early stage for foreign investors and paid use in the later stage, so as to promote the rapid development of the project.

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