

The Research of Libo County Integrated development of cultural and tourism in the New Era

Keyan He¹, Huaming Wu^{2,*}, Jun Wu³, Qingyuan Lu⁴, Jun Meng⁵

¹*The Party School of the Libo County Committee of the Communist Party of China, Libo, 558400, China*

²*Libo County World Natural Heritage Administration, Libo, 558400, China*

³*Party School of Qiannan Prefecture Committee of the Communist Party of China, 558000, China*

⁴*Qiannan Prefecture Museum, 558000, China*

⁵*Libo County Bureau of Culture, Radio, Film and Tourism, Libo, 558400, China*

*Corresponding author: 395227541@qq.com

Keywords: Libo County, tourism industry, cultural industry, cultural and tourism integration, development

Abstract: Libo County has a wealth of cultural resources. The green, red and characteristic cultures are colorful, and there are a lot of room for the development of cultural tourism industrialization. Deepening the integration of cultural and tourism is a major proposition that must be solved in Libo County to build a distinctive and charming local cultural tourism. Through combing and explaining the current situation of local cultural and tourism development, focusing on discussing several major problems in the integrated development of cultural and tourism in Libo County, and trying to explore the ideas and countermeasures for accelerating the in-depth integrated development of cultural and tourism in Libo County under the background of global tourism.

1. Introduction

Since the 18th National Congress of the Communist Party of China made the overall promotion of the “five in one” overall layout including the construction of ecological civilization and the “four comprehensive” strategic layout, Libo County has implemented the spirit of the 18th National Congress of the Communist Party of China, the spirit of the 19th National Congress and the The central, provincial, and state committees have made various decisions and deployments in accordance with local conditions, and devoted themselves to making a fuss about "green water and green mountains are golden mountains and silver mountains". The development of the eco-tourism industry has a strong momentum, which has made a major contribution to winning the fight against poverty and laying the foundation for rural revitalization. Contribute.

As socialism with Chinese characteristics enters a new era, the main social contradiction in our country has been transformed into a contradiction among the people’s growing need for a better life and the unbalanced and inadequate development. On the road of tourism, people in addition to

enjoying the natural beauty and good ecology In addition, there is an increasing tendency in pursue spiritual and cultural enjoyment, and cultural tourism based on cultural experience has increasingly become a new trend.

Therefore, it is imperative to vigorously promote the mutual promotion and high-quality development of the cultural industry and the tourism industry. As the leader and model of tourism in southern Guizhou, Libo is bound to be the first to solve the problem, take the lead and sum up experience.

2. Libo County opens a new phase of integration of cultural and tourism development

2.1 Overview of Libo Cultural Tourism Development Achievements

During the 13th Five-Year Plan period, Libo County focused on the development of global tourism, and its cultural industry and tourism industry development has made gratifying achievements, and it is continuing to promote the development of related undertakings in deepening reforms.

Libo's "Global Tourism Drives Global Poverty Alleviation" won the 2018 National People's Livelihood Demonstration Project. On May 19, 2019, the "2019 China Tourism Day Theme Promotion Event" sponsored by the Libo County Bureau of Culture, Radio, Television and Tourism was successfully held in Libo Ancient Town. The theme of the event was "Integration of Culture and Tourism, Better Life", which really opened up Libo County.

A new era of accelerating integration of the cultural and tourism industry. On November 21, 2020, Guizhou and Guangxi, Libo and Nandan jointly held the "Dayao Mountain and the World Dialogue-2020 Ethnic Region Poverty Alleviation and Exchange Summit", an inter-provincial and cross-regional ethnic summit, which has become the continuous promotion of Dayao.

A new starting point for multi-faceted cooperation and exchanges in mountain areas, including industrial development, science, technology and culture, and tourism markets. In 2020, Libo will enter the sprint stage in the creation of the National Tourism Demonstration Zone, and steadily promote the creation of national tourism resorts and national comprehensive tourism destinations. It has successfully created Yaoshan Ancient Village 4A scenic spot and opened its operations, becoming a pioneering demonstration scenic spot for cultural and tourism integration.

2.2 Analysis of Libo Cultural Tourism Development Experience

The tourism development experience of Libo's can be said to be at the forefront in Guizhou province, it showing that ecological tourism and red cultural tourism complement each other, and the characteristics of colorful national cultural "features" that enhance the connotation. In 2019, the on-site training meeting on service quality improvement and safety management in tourist attractions across the province was held in Libo and ended successfully.

It is the great significance and provides a guide for the development of Libo's tourism industry. The outstanding effect is that while demonstrating the advantages of eco-tourism, Libo has promoted the inheritance and promotion of the red gene Enming spirit, and the establishment of the four major national cultural brands of Bushui Miaoyao. Libo's "Yaoshan Intangible Cultural Heritage (Tourism) Poverty Alleviation" and Libo's "Grid Four Mechanisms" tourism management model will be introduced to the world as a case of sustainable development at the 44th World Heritage Conference in July 2021.

The firstly, to adhere to the red cultural experience base and the patriotism education base as the main driving force, and continue to make good use of the former residence of Deng Enming, the former site of the Seventh Red Army in Banzhai, and the old site of Limingguan, where the first anti-Japanese shot in Guizhou was launched. Based on the two world-class brands, the "South China

Karst" World Natural Heritage Site and the "World Man and Biosphere Reserve", we will strive to create new cultural tourism brands of "Earth Emerald" and "The World's Most Beautiful Karst".

The secondly, to actively promote the in-depth integration of the development of cultural and creative products and the tourism industry. Libo County is mainly composed of the Buyi, Shui, Miao, Yao and other ethnic minorities, accounting for 92.7% of the total population. The outstanding traditional festivals and characteristic ethnic cultures of various ethnic groups are colorful, and the ethnic customs are simple and simple. There is the Hongjiang International Art Village with the Buyi culture as the main body. The original ancient Buyi drylane buildings have become the home of the new era sojourners, and the Buyi production and living tools have become the source of inspiration for the production of works by well-known artists.

There are two provincial-level ethnic protection villages, "Yuping Shuipu" and "Yaoshan Dongmeng", which are mainly characterized by the culture of the Shui and Yao nationalities. "Hunting and Dance" and "Monkey Drum Dance" are included in the provincial intangible cultural heritage list. There are also the Buyi people's warm and humorous weddings, singing "Langwai", the grand and grand "Maopo" antithetical song of the Shui Nationality Mao Festival, the industrious and honest Miao tradition of free marriage and love, and the ancient and mysterious Yao people gouging out the walls to talk about marriage and grab belts.

Customs have become an important part of the protection and development of cultural tourism products. The county party committee and the county government combined with the advantages of multi-ethnic people living in Libo, cultural harmony, cultural "beauty, beauty and beauty" advantages, vigorously excavating and building excellent ethnic cultural and creative product brands, forming a combination of national characteristics, good ecology, livable and suitable for travel, Cultural tourism industry in line with the aesthetics of the new era.

The thirdly, to vigorously develop a new model of "culture +" and "tourism +". It has achieved both inheritance, protection and innovation to create cultural brands and stabilize the tourism industry, and form some plans to promote the mutually beneficial and win-win development of various undertakings such as cultural enhancement, tourism and agricultural industries, sports, and health and wellness.

There are Datu Miao culture, Buyi "Bouyei script", Shuizu "Intangible Cultural Heritage", and various ethnic unique performing arts and agricultural artworks are integrated into the scenic spot. In terms of high-quality cultural tourism routes, a number of characteristic scenic spots, tourism complexes, and cultural tourism towns have been formed to lead the development of global tourism and promote the creation of new forms of cultural tourism. It is prominently reflected in the stimulating development between the tourist destinations of Qikong and Mengliu Town, Yaoshan Ancient Village, Hongjiang Art Village and other tourist attractions, forming a positive promotion of the coupling of green and characteristic landscapes, ethnic culture and tourism development trend.

3. Problems in the integrated development of cultural and tourism in Libo County

During the 13th Five-Year Plan period, Libo County coordinated the cultural tourism industry, and made precise efforts in strengthening top-level design, cultivating market entities, creating product formats, and guiding quality improvement. The development of the tourism industry has achieved remarkable results, but in terms of cultural and tourism integration there are still a series of problems. Then, how to better promote the in-depth integration and development of culture and tourism is an important proposition that we need to explore and think deeply.

3.1 The integration mechanism of cultural and tourism is not active and the integration is not enough

The reform of cultural and tourism institutions in Libo County has achieved outstanding results at present, but there is still a big gap between the "1+1>2 effect", including the integration of ideas, functions and business, which have not been truly realized. This has become the content that needs to be revisited during the 14th Five-Year Plan period.

There are also some work planning and promotion to stay in the state of culture and tourism. The concept of integrated development needs to be deepened, the top-level design needs to be strengthened, the specific path needs to be clarified, the coordination of work needs to be unblocked, and the construction of a new cultural tourism industry system in Libo, The task of promoting the transformation, upgrading and high-quality development of the cultural and tourism industry is still very arduous.

3.2 The field of cultural and tourism integration is not wide and the level is not high

In the current situation of Libo's global tourism development, many scenic spots have many shortcomings in terms of scale, comparative advantages, and clusters, whether they are measured from the six elements of traditional tourism or grasped from the six elements of global tourism, such as the industrial chain. Short, insufficient radiation driving effect, and low integration of elements.

In the management and operation of cultural theme scenic spots, there are generally low management levels, inaccurate positioning, lack of cultural refinement, lack of innovative marketing methods, aging channels, lack of high-level performances, and insufficient sensitivity of cultural products and services. "The favorite scenic spot is out of stock, and the tourists who have the stock don't love it", the phenomenon that tourists will not go again after going there once [1].

3.3 Insufficient utilization of cultural and tourism resources and insufficient excavation

Libo County has a profound cultural and historical heritage, rich natural resources, and many tourist location advantages. However, how to transform these advantages into competitive industrial advantages and development advantages remains to be considered. There are many tourist attractions in Libo County, and the deep integration of red historical and cultural elements and modern product design needs to be further improved.

In recent years, although the cultural and tourism products of Libo County have been continuously enriched, the supply of excellent cultural products and high-quality tourism products is still insufficient, which is prominently reflected in the quantity but lack of quality of cultural and artistic production. The ability of cultural creative transformation and innovative development is not strong yet. Tourism products present a situation of "more stars, less moon", "pearls everywhere, and lack of necklaces".

The product format supply matches the strong market demand and the rich resource endowment is not enough. In the context of global tourism, the tourism economy has obvious characteristics, and there are not enough culturally profound tourism products that dig deep into historical and cultural connotations and plan creatively. The contradiction between scale and speed and quality and benefit is still relatively tense. These problems have weakened the attractiveness of cultural tourism in Libo County to a certain extent. The lack of integration of cultural resources and tourism industry has also inhibited the high-quality development of global tourism [2].

3.4 The cultural and tourism market system is narrow and marketing is not strong

The culture and tourism industry in Libo County has a certain amount and scale. However, based on the analysis of the current development of the tourism industry, the situation of cultural tourism and cultural tourism attractions generally being "small, scattered, weak, and poor" has not been fundamentally changed.

The added value of its products is not high, the attractiveness and competitiveness are not strong, and the capacity for high-quality transformation and development is insufficient, especially for state-owned cultural and tourism enterprises. There is still a big gap in the requirements of marketization, corporatization, and professional operation [3]. In terms of marketing, there are problems such as insufficient excavation of characteristic resources, lack of popularization of the main body of publicity and marketing, relatively single methods, and weak industrial integration.

The supply of new tourism products and formats in Libo County is not abundant, the product structure of scenic spots is single, and the shortcomings of cultural tourism products are still prominent at present [4]. Most tourist attractions have a single product structure, dominated by sightseeing products, and lack "second consumer" products such as in-depth experience, scene reconstruction, tourist participation, multi-party interaction, shopping and entertainment. Tourism performing arts have few connotations, outdated forms, single content, unclear regional cultural characteristics, and insufficient supply. The cultural tourism market system urgently needs to be broadened.

3.5 The cultural and tourism supporting facilities are not complete and the environment is not optimal

Libo County's grassroots cultural stations and mass cultural activities venues, tourism infrastructure and supporting service facilities have all been greatly improved in recent years. However, there are still insufficient coverage of grassroots public cultural places, which is prominently reflected in the low utilization of existing facilities, the low degree of conformity of products to the needs of the masses, and the unreasonable design of the accessibility of the tourism transportation network.

In most scattered and weak ancient villages, tourist parking lots, emergency medical facilities and other facilities are inadequate, and public services are incomplete and incomplete. In particular, the cultural and tourist facilities have a low degree of compatibility with the scenic spots, the cultural facilities have insufficient tourist functions, and the tourist facilities have low cultural tastes.

In addition, there is also a general lack of the concept of close integration of global tourism values. Compared with developed tourism cities, most of Libo County does not have high-quality tourism consulting service points. Some tourism distribution centers started late and have imperfect functions. In some characteristic villages and scenic spots, there is basically no fixed tourist bus operation, and it is difficult for tourists to find a car. In some surrounding villages connecting the core tourist attractions of the whole region, the phenomenon of dirty and chaotic environment has been repeatedly ruled out, and the maintenance of supporting facilities can not keep up with the phenomenon of varying degrees.

4. Suggestions on accelerating the in-depth integration of cultural and tourism development in Libo County

Promoting the integrated development of cultural and tourism is an important content of the major decisions and deployments of the Party Central Committee and the State Council, and an important way to promote the transformation and upgrading of the cultural industry and the tourism industry,

and to improve quality and efficiency. Especially in the context of stabilizing growth, adjusting structure, promoting reforms, and benefiting people's livelihood, it is of great significance to accelerate the in-depth integration of cultural and tourism development in Libo County [5].

4.1 Establishing rules and regulations: Guiding Libo's cultural and tourism integration and healthy development

Strengthen the top-level design of cultural and tourism integration. It is necessary to break cultural and tourism industry barriers, break through the traditional ideological constraints of "grasping culture on culture and tourism on tourism", and coordinate culture and tourism in planning, projects, funds, festivals, and products to realize resource information sharing.

Efforts to create and expand resource information sharing among counties, counties and cities, and scenic spots in different provinces, support policy sharing, and develop platform sharing. Through system reform, try to achieve the "separation of three powers" such as management and operation rights, establish market entities that can directly participate in market competition or introduce specialized cultural tourism development and operation institutions, and realize the professionalization of cultural and cultural relic tourism development, Corporatization and marketization development.

Actively explore and use the law of integration of cultural and tourism development suitable for Libo. Profoundly grasp and implement the policies of the Party and the state on the industrialization of culture and tourism. At the beginning of the 14th Five-Year Plan, we focused on combining the characteristics of the times of cultural and tourism integration and the reality of Libo County's overall tourism development, following the scientifically formulated policies and related institutional frameworks for cultural and tourism integration and development, focusing on implementation and highlighting Libo Advantageous resources and cultural features function.

Exploring and optimizing during implementation, comprehensively promoting the overall planning of cultural and tourism planning, the innovation of cultural and tourism integration planning, and the deepening of "multi-plan integration", providing scientific guidance and planning basis for the integration of Libo culture and tourism towards high-quality development [6].

4.2 Exploit resources: build a platform for integrated development of cultural tourism in Libo

In terms of the main body of the industry for the integration of cultural and tourism development, cultural enterprises and tourism enterprises should strengthen communication and mutual recognition. Pragmatically promote specific cooperation in the areas of project investment and market operation, pay attention to fine calculations, and open up channels for resource sharing, platform joint construction, and negotiation and cooperation between all parties, and form an interconnection and integration mechanism. Cultivate a group of comprehensive cultural and tourism enterprise groups covering the fields of tourism investment, tourism management, cultural creativity, cultural entertainment, and film and television production [7].

Through the investment of the group enterprise, the demand elements of the subject and object of cultural tourism will be explored, and a new platform for attracting tourists will be built. Guide Libo County's cultural entities such as performing arts, industrial arts, and theaters to operate and develop the cultural tourism industry, support Libo County Cultural Tourism Group to develop cultural tourism services and products, and establish encouragement private talents to use emerging channels to build cultural tourism service channels Incentives.

4.3 Integrate resources: Make Libo's characteristic cultural tourism brand bigger and stronger

Expand and dig deeper into cultural connotations. A strong cultural brand means a strong tourism. In the process of establishing and building a local cultural tourism brand, highlight the use of excellent traditional cultural soil and fertile resource advantages, and deeply and extensively explore the unique festivals, customs, marriages, costumes, stories, legends, etc. of the cloth, water, Miao, Yao and other ethnic groups. High-quality national cultural connotation such as filial piety to the old.

On the basis that the brand has started, continue to strengthen the public awareness of national cultural brands. For example, the ancient villages of Yaoshan Mountain, Hongjiang Art Village, Datu Miao Village, and Shuipu Villages must not only cultivate local cultural subjects and make them the source of cultural innovation and production, but also introduce cultural elements of the new era. Let the cultural brand be full of national connotation, have the color of the times, and have depth, and conform to the mainstream of the times.

Strengthen the comprehensive utilization of cultural tourism resources. Strengthen research to fully understand the changing situation of tourists' needs. Accurately integrate the interests and concerns of tourists' experience, comfort and convenience, and through various means such as film and television, literary creation, animation, performing arts, and the Internet, to enhance cultural connotation throughout the six elements of tourism and the entire process of tourism development. Reflect the humanistic characteristics of tourism services with rich Libo characteristics and charm, and realize the full use of resource endowments in all links [8].

4.4 Facing the market: innovative Libo cultural and tourism integration marketing model

Actively promote "culture +" and "tourism +" that meet the needs of the general public in the new era, lengthen the corresponding industrial chain, build a modern cultural and tourism industry system, seek diversified development, and provide fertile soil for the deep cultivation of Libo's cultural tourism industry.

Through format implantation, promote the activation and utilization of culture and cultural relics, and deepen tourism "+research, +healthcare, +agriculture, +exposure, +sports, +performance", etc., and innovatively launch research subject examinations, site exploration, agricultural tourism, sports New business formats such as competitions, health preservation, performing arts and animation, and "cultural tourism + Internet".

Promote the upgrading and utilization of culture and cultural relics through cultural innovation and creativity assisting modern scientific and technological means [9]. At the same time, the introduction of more marketing projects has made the cultural and tourism integration marketing model an important path to promote rural revitalization under the Libo Global Tourism Development Strategy.

4.5 Perfect supporting facilities: create a good environment for the integration of cultural and tourism in Libo

Actively promote the integration of culture and tourism public services. We must work hard to make up for shortcomings, improve the network of public service facilities, incorporate tourism public service facilities into the overall design of cultural public service facilities, actively promote the tourismization of public services, accelerate the improvement of the tourism public service system, and promote the integration of cultural elements into infrastructure and tourism public services. All links [10].

Actively promote the integrated development of cultural tourism. The tourism operation management department has carried out the management of tourism chaos in scenic spots, played the

role of big data cloud, established an online and offline tourist reporting and suggestion platform, and maximized the active participation of tourists in scenic spots to "co-build and govern" and share scenic development achievements.

5. Conclusion

The deep integration of culture and tourism to promote the high-quality development of global tourism is an important model path for Libo County to become an internationally renowned and domestic first-class comprehensive tourism destination. To accelerate the integration and development of excellent traditional culture and the tourism industry, it is necessary to deeply and extensively tap and integrate resources, while adhering to the principles of development and protection, to build a strong cultural tourism brand. On the new journey of marching into the second century of struggle, adhere to the leadership of the party, focus on market and tourist demand orientation, and develop the cultural tourism industry that meets the needs of the new era.

Acknowledgements

The authors gratefully the project leader Wu Huaming for his affirmation of mine academic research ability. The project research has greatly improved my academic research level.

*✂Project: The article belongs to the phased achievement of the research base of the Chinese Excellent Traditional Culture Research Base of the Cultural Communication Center of Confucius School of Guiyang, "Study on the Development Path of Cultural and Tourism Integration in the New Era of Libo in the Context of Global Tourism" (approval number kxtyx02). The project leader is the World Natural Heritage of Libo County Wu Huaming, Deputy Director of the Administration. He Keyan is the main participant in the project research.

References

- [1] Li Ming. *Exploring the innovative path of Shanxi's cultural tourism development* [J]. *Think Tank Times*, 2018(20): 56-57.
- [2] Guo Yingnan. *Xi Jinping's four basic orientations of literature and art policies in the new era* [J]. *Journal of Harbin Vocational and Technical College*, 2019(01): 97-100.
- [3] Yin Huaguang, Yao Yungui, Xiong Longyou. *Research on the Integrated Development of Tourism Industry and Cultural Industry* [M]. Beijing: China Book Publishing House, 2017.
- [4] Liu Mengze. *Research on the cultural construction mechanism and index system of characteristic towns in Zhejiang Province* [D]. Zhejiang Gongshang University, 2019.
- [5] Tian Guanghui, Jiang Youchun. *Research on the Integration and Development of Culture and Tourism in Hunan Ethnic Regions in the New Era*[M]. Beijing: Guangming Daily Publishing House, 2020.
- [6] Liu Xiaoying. *Research on my country's new tourism industry development strategies from the perspective of industry integration* [J]. *Zhongzhou Academic Journal*, 2019 (04) 20-25.
- [7] Fan Jianhua, Qin Huiduo. *Theoretical interpretation and practical exploration of the deep integration and development of cultural industry and tourism industry* [J]. *Journal of Shandong University (Philosophy and Social Sciences Edition)*, 2020(04): 72-81.
- [8] Jiang Lili. *Research on the development path of cultural industry integration* [M]. Shanghai: Oriental Publishing Center, 2016.
- [9] Yang Chunyu. *Theoretical Research on the Innovation System of Cultural Tourism Industry—Research Process, Review and Prospect from the Perspective of Multi-theories* [J]. *Technoeconomics and Management Research*, 2018 (02): 105-108.
- [10] Liu Mengze. *Research on the cultural construction mechanism and index system of characteristic towns in Zhejiang Province* [D]. Zhejiang Gongshang University, 2019.